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# THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

September/October 2003  
Volume 74 Number 1

## *President's message from Beth Graham*

.....



Here in the SF Bay Region ...

Hello, everyone. It's a pleasure and an honor to serve this great Chapter. The 2003-04 year officially got under way in late June. Here's some of what's been going on:

At the national level ...

We are still the Special Libraries Association. As you're probably all aware, the vote to change that name failed to achieve the necessary two-thirds majority. So, we can all breathe our collective sighs of regret or relief ...until the next time. Branding efforts will continue; more on that in a future issue.

In preparation for this piece I re-read a stack of Bayline editions accumulated over the years. What an extraordinary group ... and SLA Chapter. Each year the wealth of talent, creativity, and enthusiasm in our Chapter is represented by its Professional Achievement Award recipient. This year's honor is bestowed on Marlene Vogelsang. Unstintingly generous with her time and resources, Marlene has served on numerous committees, was Chapter President in 2000-01, and is now Planning Committee Chair. The great underpinning ideas of our association are mentoring and providing leadership opportunities; Marlene's mentoring has been a crucial part of my experience in SLA — I'll bet there are many of you who feel the same way. Congratulations, Marlene.

*Continued on page 4*

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## inside...

- Find out what happened at May's joint chapter meeting, pages 7 & 9.
- Learn about the results from our recently conducted chapter survey, page 9.

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Special Libraries Association

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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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**Volume 74 Number 1**

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## From the editor's desktop...

Oh my! Where did the summer go? Already the days are getting short and the nights are getting long, long, long. That's especially the case for this Bayline rookie as I widdle away the hours, attempting to piece together another wonderful newsletter for SLA's San Francisco Bay Region Chapter.



My name is Joshua Richardson, and I've taken over the reins as your illustrious Bayline editor. I have some big shoes to fill and tattoos to ink in as I take over from our previous uber-editor, Steve Cooney (to whom I owe many thanks for his patience and advice). Real quick about myself: I'm currently an Information Specialist at Anshen+Allen, Architects and also work part-time as needed, aka PTAN, at SFPL. With what little time I'm able to carve out for myself outside of work, I rock out with the ultra-hip rock band, Condor (we just got back from its first U.S. tour). But enough about me, let's see what our bretheren have been up to these past few months.

No lazy, hazy days of summer for these folks. No sir, us Librarian-folk like to keep ourselves busy! In this issue our new chapter president, Beth Graham, provides us with a wonderful welcome message, Karin Zilla recaps the joint chapter meeting that took place in May, Rita Evans tells us about the results of our recent chapter survey, and Maggie O'Brien writes about Marlene Vogelsang, winner or the Professional Achievement Award. But wait, there's more! Dunn Miller, having taken over the Kaleidoscope duties regales us with goings on in her column, Within My Earring, while Jaye Lapachet recaps last year's entertainment events and Lauri Flynn writes about what we can expect in the upcoming months.

So sit back and enjoy your waning days of summer with Bayline!

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Does this chapter get right down to business, or what! Program Director **Lauri Flynn** and her committee have already mapped out dinner meeting events for 2003-04. Here's a preview: At the September 24<sup>th</sup> dinner meeting, Tia Lombardi will bring us up to date on the Presidio Trust. Other plans include hearing from an information professional in the arts; another non-Google search engine presentation; an evening with the new head of the SLA, Janice LaChance; the Neighborhood Dinners (everyone's favorite), and, maybe just maybe, Craig of Craig'sList or perhaps someone from EBay. Tour Chair **Terry Richards** is looking into something really interesting although it's not yet been nailed down – how does a Saturday, bus-chauffered Sonoma wine-tasting sound? We'll have more from her and **Linda Vida** on Professional Development in the next issue.

Changes and continuities ...

Please take a look at Page 2, herein, where you'll find the 2003-04 Executive Board and Advisory Council rosters. Join me in welcoming some of those new to the Council such as Mimi Calter CitySide Hospitality CoChair, newly transplanted from the New York Chapter. Welcome, too, Jeffery Mah Treasurer, Christine Nay Advertising, Michael Sholinbeck Webmaster and, (drumroll, please ...) Joshua Richardson *Bayline* Editor!

Think "Thank you!" as you scan this section of marvelous and hardworking *volunteers*. Then, think about *joining* a committee. Call up the Chair or visit the chapter website and sign up using the volunteer form. It's a great way to get to know your fellow Chapter members.

By the way, did you know that one of your chapter-mates lives and works in India? **Smita Chandra**, new SF Bay Region chapter member via the Association's Twinning Project, will be interviewed in a forthcoming issue. Just a little reminder that SLA is an *international* organization.

Of special note ...

Rita Evans, Past Planning Chair, has done her usual first-rate job on the Chapter Survey, conducted every three years, and is deserving of



your attention (see inside) and kudos! Let me also draw your attention to several new projects/positions: 2001-02 President Maggie O'Brien has generously consented to review and revise our Bylaws in light of recent efforts from SLA Headquarters to streamline policies and procedures. She'll be ably assisted by Past President Tamara Horacek. Heading up the Special Project-Web Renewal, Nick Robinson will see to upgrading our website in the coming year. In terms of special projects – stay tuned! I hope to have some very good news concerning the *Bayline* indexing project, and about a joint San Andreas/San Francisco directory.

Finally, on a personal note ...

I spend most evenings at home with my two birds. I haven't attended nearly enough dinner meetings, and so I think there are a lot of you I have yet to meet and gotten a chance to know. To get the ball rolling, here's a little bit about me. I've worked at the California State Attorney General's Oakland library for a little over five years. I'm a life-long history buff and current-events junkie. My B.A. is from SFSU, my M.S. from Drexel (Philadelphia). I joined SLA as a student and have been active in the SF Bay Region Chapter since 1997, much to my personal and professional gain. And, I love being a librarian, no matter what they call it.

Please feel free to contact me, anytime, about any chapter matter at (510) 622-2229 or at [Beth.Graham@doj.ca.gov](mailto:Beth.Graham@doj.ca.gov). I'm looking forward to getting to know you and to another great year!

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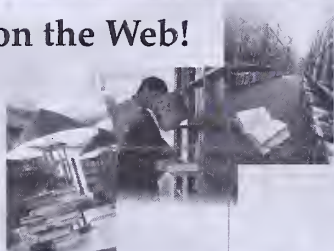
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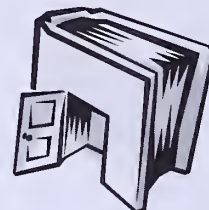


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# SLA Events Update

## Bronstein Dines with SLA San Andreas and Bay Region Chapters Speaker Dodges Protesters and Charms Room at the California Culinary Academy

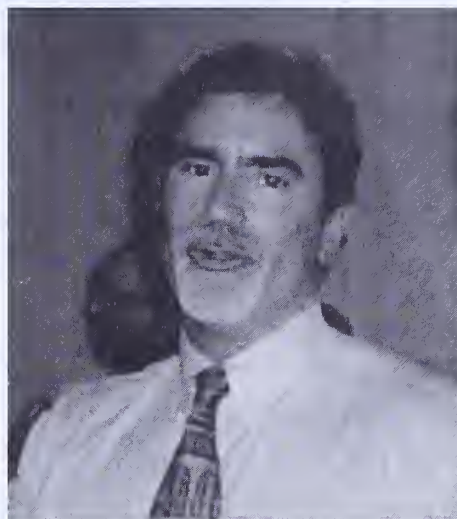
**May 16, 2003**

*by Karin Zilla*

All present agreed that there was something to enjoy for everyone the night Phil Bronstein, San Francisco Chronicle Vice President and Executive Editor, addressed the local SLA joint chapters. While guests checked in, Beth Klein, Librarian at the Culinary Academy, conducted tours of her wonderful new library space on the 2<sup>nd</sup> Floor. Hers is a tough job and we appreciate that someone has to do it. Her library is on the same level as the kitchen and the aromas that waft through the ductwork and the door are an enhancement for anyone interested in taking food science from the kitchen to the table. And, they bring her samples! What a delight! Many thanks to Beth for the tours and for her help in securing the Culinary Academy for the evening.

Most of those attending the May event were greeted by a group of demonstrators marching in front of the Academy protesting the dismissal of a Chronicle reporter. They wanted to raise awareness of what they consider a free-speech issue. Their protest was peaceful and provided SLA members and their guests with lots to discuss over dinner. Not to be outdone, the Academy provided its own excitement when the fire alarm was triggered by some smoke in the kitchen. Most of the assembled guests exited the building and then were invited back inside again within minutes. The buffet continued and was served by the students at the Culinary Academy whose pride in their dishes was well deserved. The students thoroughly enjoyed the enthusiasm of the diners.

Judy Canter, Director of the Library at the Chronicle, introduced the guest of honor and speaker for the event. Judy worked with Phil Bronstein for many years at the Examiner before it merged with the Chronicle. It was the effort of Judy and of Richard Geiger, Librarian at the Chronicle, that led to Phil Bronstein accepting the Chapters'



offer to speak.

The focus of Phil Bronstein's talk dealt with journalism as it has evolved in our current culture. So many newsworthy events and the age-old race to scoop the competition have conspired with the Internet and satellite technology to tempt many journalists and news networks to "tabloidize" their stories. (Yes, he actually used that expression...) There is also the "Disney effect" where news is reported as if it was set in a theme park. He stressed the importance of basic journalism skills: multiple sources, authenticated sources, contextual reportage, observation reporting, healthy cynicism and checking and rechecking facts.

Bronstein touched upon two topical issues at the time of the May event, the coverage of the war in Iraq and the scandal of Jayson Blair and his concocted reporting for the New York Times. Regarding the war Bronstein found that most of the stories from imbedded reporters provided an interesting slice of a moment, an unvarnished truth. On the other hand he said that European coverage of the war was much more "unvarnished" than American coverage because culturally Americans don't want to see the bloody reality of war on TV. As for the

*Continued on page 9*

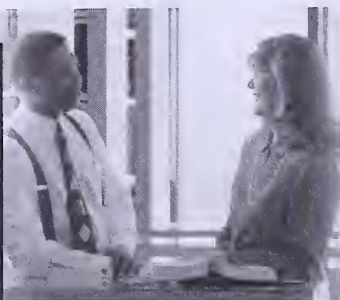
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Jayson Blair incident Bronstein expressed concern that there could be more events like this. He said, “we’ve all had our crises of professional hubris and bad practices,” and that bad practitioners everywhere – not just at the Times – ought to seek other careers.

An evening of fine food and lots of friends to with whom to enjoy it anchored another successful Chapter season. It was fun to see colleagues from the South Bay and Peninsula and we look forward to getting together with the San Andreas Chapter next year. Many thanks are in order to all who helped make this last meeting of the year so special. Tamara Horacek was able, with Lincoln Cushing’s help, to bring a Dolby microphone and sound system which enabled all of us to hear every tantalizing word. Claudia Fenelon and her kind and generous husband, Mark Shoenrock, helped Lincoln Cushing with registrations. Many thanks to Beth Klein for helping secure the location and for conducting tours of her library. Special thanks to Judy Canter and Richard Geiger for managing the invitation to Phil Bronstein and nailing down his appearance. Among those whose help and support we always are grateful for, particularly with this meeting, is Maggie O’Brien who served as the beat reporter for this meeting. She did it all – took the photos and the notes. I have borrowed from her notes liberally and appreciate all of her help. It was a special evening enjoyed by all.



# Chapter Survey

by Rita Evans

The San Francisco Bay Region Chapter periodically conducts a survey of its membership to gather information regarding chapter services. Input from our members is used by the Strategic Planning Committee to update the chapter’s strategic plan, and this document in turn guides the efforts of committees such as Program, Professional Development, Bayline, Tours and Directory.

About 30% of the membership took the survey, an excellent rate of return. In addition to soliciting comments about what the chapter has offered, members had the opportunity to suggest topics for programming, venues for meetings and ideas for our bulletin.

Survey results provide an interesting picture of the chapter in 2003. We solicited some demographic information, and if it seems like there are plenty of grey hairs at our meetings, take a look at the data on ages. For the first time, members were asked where they live and work, and the rather surprising numbers (40% live, work or both in the East Bay, while fewer than 25% live, work or both in San Francisco) may mean that more events will be held in the East Bay.

In general, chapter members report a high degree of satisfaction with the services provided. At least 80% of respondents ranked major chapter services as being “very important” or “somewhat important.”

Software from SurveyMonkey was used to conduct the survey, and this easy-to-use tool may be employed again in the future to solicit member feedback.

The complete responses to all of the open-ended questions are posted on the chapter’s website at <http://www.sims.berkeley.edu/sfsla/2003survey.html>.

Many thanks to everyone who took the time to complete the survey and provide valuable input to the chapter leadership.



# Awards

.....

## Marlene Vogelsang Receives Chapter Professional Achievement Award

by Maggie O'Brien



Each year it is the honor of the Past President to introduce the recipient of the Professional Achievement Award. Nominations submitted by Chapter members are evaluated by the Awards Committee and approved by the Chapter Executive Board. This year I am delighted to announce that Marlene Vogelsang is the recipient of this year's San Francisco Bay Region Chapter Professional Achievement Award. The phrase, "notable and enduring contribution," does not begin to describe what makes Marlene Vogelsang exceptionally worthy of this distinction.

Many Chapter members know Marlene as the Chapter President (2000-2001) and the organizer of wonderful tours both as the Chair (1994-1997) and a continuing member of the committee today. As her nomination documents state, "Marlene has been a linchpin of the Bay Area professional librarians community for 14 years. What is most remarkable is that she knows everybody in the local library community and they know her as well. And she doesn't just get to know people casually. She nurtures anyone she meets with a positive attitude and a generosity of spirit usually reserved for one's best friends. Perhaps that has to do with her friendliness and caring about others as much as it does her professional activities. No matter the reason, everyone who knows her would agree that she is a genuine class act."

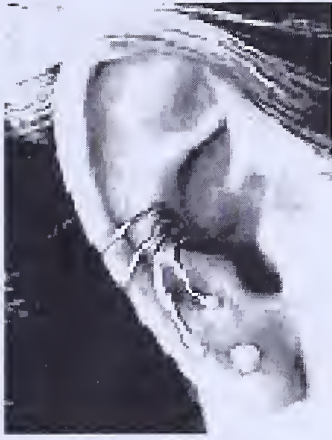
Marlene's first affiliation with Chapter-level volunteering began while she was studying in library school. In addition to her graduate work (and earning a 2<sup>nd</sup> Degree Black Belt and achieving Referee Rank in Taekwondo), Marlene became Chair of the Student Relations Committee of the San Andreas Chapter. And she has never stopped. She has held 18 different positions on as many committees, often simultaneously. Marlene's Division level activities include Business Manager of the Public Utilities Division and Business Co-Chair of the Petroleum Energy Resources Division. In the local Chapters, Marlene has chaired or served on committees such as Program, Fundraising, Tours, Strategic Planning and Publicity, as well as being President of the San Francisco Bay Region Chapter. She is probably the only member who has held the position of Associate Editor on both the Bayline and the Faultline. Marlene is also a founder of the local Architectural and Engineering Librarians Group. Her passion for her profession is perhaps only surpassed by her passion for baseball and as one of the most active members of the SLA Baseball Caucus, currently serving as its Discussion List moderator; Marlene has been lucky enough to combine these passions. Marlene also served on the Association's Strategic Planning Committee. Currently, she is Secretary of BayNet and the Chair of the San Francisco Bay Region Chapter's Strategic Planning Committee. She is also on the Advisory Council of EOS International, an integrated library system provider.

Again quoting from the nomination documents, "there is other work that Marlene does that reflects so admirably on our profession. She works as often as she can in the public library as fill-in on weekends. She has been a representative of PG&E at the San Francisco Science Fair where she was one of the judges for a special energy award. In her 13 years with PG&E, mostly at the Pacific Energy Center, Marlene has traveled all over the state giving presentations about the Energy Resource Center, a library whose mission is to serve the public as well as internal users with information on energy efficiency. She is very proud of her work, of the Energy Center, and of the library profession."

Marlene has published several articles including, "Web Resources for Energy Efficient Appliances" which appeared in the journal, Home Energy. The Association of Energy Engineers' San Francisco Chapter named her Energy Information Guru for 2001. She has also won awards at the SLA Marketing Swap and Shop competition for creative ideas for promoting her library services.

Marlene Vogelsang is the embodiment of the dedication, energy and creativity that defines our Chapter. She is an inspiration. Congratulations Marlene!





## WITHIN MY EARRING

(Formerly Kaleidoscope)

By Dunn Miller

Welcome to the new incarnation of Kaleidoscope. First, I want to thank Elyse Eisner for her wonderful work doing this column for the last three years. Elyse, you are a role model and a champion – both in endurance and for your championship of librarians and the SLA-SF Chapter. We all owe you a rousing round of applause.

When I agreed to take on this responsibility I was pleased and not just a little overwhelmed. There are so many of you and I know only a few members of SLA-SF and part of my hidden agenda is that this feature will allow me to get to know many of you much better.

I have chosen a new name for this section of Bayline for several reasons. Most of all, it is not just hard work that makes a great librarian. We are marvelously complex and varied people and I hope to tease that out as I become more adept at writing this section of the newsletter. I love to hear all about the accomplishments and successes of my peers. It gives me hope and encouragement, not just for myself, but also for the future of our world. I think we are an amazing profession: ethical, determined, creative, experimental, intelligent, and caring.

With all of that in place, I think this section of Bayline is our opportunity to crow a little and get to know a little more about each other. With my penchant for learning and my love of earrings (I own far too many pairs of them and they seemed a perfect metaphor for this column), I hope to put my ear to the, er, ground, and listen to what it says. This col-

umn is a tough job, but someone has to do it. I assume you all can see the tongue that is in my cheek right now!

That being said, I thank you all so heartily for responding to my plea for items. You are terrific, and here is a little bit of why I think that is true:

JAYE LAPACHET's article "Ferry Tale: overhauling (and moving) a law firm's library takes planning and patience" appeared in the Summer 2003 issue of *California LegalPro*. "Ferry Tale" (good title) was republished in the June 23 edition of *The Recorder*, the San Francisco daily law newspaper.

PAM GORE, of SLA-SF, and SANDY HIRSH, a member of our San Andreas Chapter, authored "Planning Your Way to a More Usable Web Site," which appeared in the May/June 2003 issue of *Online* magazine.

The SLA Marin/Sonoma dining group had dinner and a good time at "The Girl & The Fig" restaurant in Petaluma on July 24. Attendees included DIANE ROSENBERGER, NANCY BRUER, ERIS WEAVER, MOLLY MATHESON, and ANGIE BRUNTON.

NANCY BRUER went to Australia and WME was told that the family stories were fascinating. Clearly, I must hone my ferreting skills to be able to give you details for items like this.

MOLLY MATHESON has quilt/s in a show in Petaluma. Although Molly no longer works in a special library, WME thought you might like to know about her current activities as many of you know her.

DIANE ROSENBERGER became a grandmother on April Fool's Day! Baby Matthew lives in Arlington, Texas. Other tidbits about Diane from the G&F dinner were that Matthew's birthday was also his great-grandfather's 84th birthday.

In May, ERIS WEAVER finished a Masters in Public Health at UC Berkeley, and took office as Chair-Elect of the Consumer & Patient Health Information Section (CAPHIS) of MLA.

*continued on page 12*



ANGIE BRUNTON told WME that she is a member of the singing group, Sweet Adeline. Angie also sings in the Pacific Empire chorus, a group of about ninety singers. Pacific Empire won their regional competition in April and they will be traveling to Indianapolis in October, 2004, to compete at the international competition.

In non-restaurant news, word comes through the grapevine that CHRIS CAMPBELL is the project manager for the new version of the UC database, Melvyl.

Kudos to SANDRA JOY LEE, Media Librarian at Industrial Light and Magic in Marin County, who recently joined the Board of Directors of the Visual Effects Society (VES) and is co-chair of VES's Archives Committee.

MARK MACKLER would like you to know that he has returned to law librarianship after working for 14 months at the San Francisco Public Library. Mark is now the librarian for Folger, Levin & Kahn and is responsible for that firm's San Francisco and Los Angeles libraries.

LORNA BEICH reported that she was laid off from the pharmaceutical industry but, happily, is working now at Findlaw.com. She works on web edits in HTML, repairs broken links, and coordinates copyright permissions.

RAMONA MARTINEZ, UC Berkeley's Boalt Hall School of Law's librarian, wrote that there have been lots of changes at Boalt Hall recently. BOB BERRING, formerly director of the law library, is now interim dean of the law school. The search for a new dean continues and they are not anywhere near to the end of the process.

After years as a corporate librarian, six months ago JANET KEISER accepted a position that challenged (as she said) everything she knew or didn't know about librarianship! She moved from a corporate librarian position with a staff, to a solo librarian with no staff and concomitantly small budget. Her new position with NORCAL Mutual, an insurance company underwriting medical malpractice insurance and requires her to do legal, medical, property/casualty insurance as well as general business research.

RICHARD GEIGER participated in the National Conference of State Legislatures held in July in San Francisco. Richard provided a tour of the San Francisco Chronicle facilities for the Legislative Research Librarians and Information and Communications Staff sections.

Highly respected and much beloved TOM REYNOLDS, Associate Librarian for Foreign and International Law Collections, is retiring and will have emeritus status at the law school. His replacement, MARCI HOFFMANN, will start August 1, 2003. Marci comes to Boalt Hall Library from Georgetown where she was the International & Foreign Law Librarian.

AILYA ROSE, San Francisco Chapter member, recently left the Bay Area and moved to Ventura to assume the position of Information Manager with Solimar Research Group. Solimar is a small company with six employees that focuses on land use policy analysis. She is thrilled to be able to pursue her solo librarianship activities as well as working for a company that values informational organization.

In July, WAYNE R. GRIBLING took a weeklong vacation to Rome. He told WME that it was his first trip to Italy and he has fallen completely in love with Italy. Above all he would love the opportunity to study the art in the Vatican for a month. He said simply, "It was so incredible."

Finally, and most distressingly for the whole library, KATHLEEN VANDEN HEUVEL is leaving Boalt to assume the position of Director at the NYU Law Library. She will be sorely missed and it is hoped Bob will be able to take over again as director of the law library. However, that all depends on how soon a new dean can be found.



# Program Notes

## Entertainment Roundup 2002-2003

by *Jaye Lapachet (Outgoing Program Director)*

The end of the Entertainment Committee 2002-2003 entertainment year is finished and it seems like I finally know what I am doing. We are pleased with the way the year has gone; the committee has gotten a lot of positive feedback and we hope we have built on the foundation of previous program years. As an added bonus, hopefully we have provided a good launch pad for subsequent committees.

The plethora of entertainment could not have been organized or pulled off without everyone in the chapter attending the 'entertainment' evenings. We greatly appreciate your support. By just showing up, you let us know that we were on the right track and our work wasn't for naught.

Although, I didn't believe it when other committee chairs said it, there are a ton of benefits to leading a committee. Some of the benefits that I have personally received from this job are:

- Suddenly people know who you are!
- Greater understanding of how the chapter runs and the diverse viewpoints the Board needs to consider when making decisions.
- More appreciation for the work of volunteers in organizations such as SLA.

I really could not have done this job without my fabulous committee: *Bob Berg, Tasha Bergson-Michelson, Lincoln Cushing, Claudia Fenelon, Lauri Flynn, Richard Geiger, Mary Keba, Vivian Kobayashi, Chris Orr, Terry Richardson, Karin Zilla*, and to Tamara Horacek, Maggie O'Brien, Marlene Vogelsang and Beth Graham who just kept encouraging the committee during our darkest hours.

And, so, I pass the hat and cane on to Lauri Flynn. She has a great group lined up and I am sure the shows will be wonderful.

## >>>Hot Dates<<<

by *Lauri Flynn, Program Director*

I'd like to thank outgoing Program Director Jaye Lapachet for her role in planning and coordinating last years' dinner meetings.

It was a very successful and full year and I know we all appreciate the time and energy Jaye put in to make everything flow smoothly! Now she gets to rest and move her library collection to another building.

The new Program Committee is off and running. In preparing the calendar, we looked at the comments, ideas and suggestions from the SFSLA survey earlier this year. The most popular topics were: information professionals speaking about their collections, services & programs; vendor presentations, and technology topics. Many people like dinner meetings but would like less costly evenings as well. A few people suggested after work non-food or beverage events, but we gasped at the thought (sorry, but most of us need nourishment at that time). As is the custom, programs will alternate between San Francisco and the East Bay. We will also have one in the South Bay this year. At our meeting on 7/23 we welcomed new Hospitality Co-chairs Sandra Lormond and Mimi Calter and also Angela Evans-Moore, representing BayNet.

The first event of the fall is on September 24<sup>th</sup>: Presidio Vision; Plans for a New Kind of Park featuring Tia Lombardi, the Deputy for Public Affairs of the Presidio Trust and Barbara Janis on the collection and services of its library.

On November 18<sup>th</sup> we will turn to the arts and have an information professional from an arts organization discuss its collection, services, challenges and programs.

On January 29<sup>th</sup> we will co-host a joint meeting with BayNet on the topic of search engines. Angela Moore Evans and Bob Berg are co-hosting this meeting.

In March we will have a joint meeting with the San Andreas Chapter and our speaker will be new SLA Executive Director Janice LaChance.

In April we will have our ever popular Neighborhood Dinners. Set for April 6<sup>th</sup> they give us all the chance to see who lives nearby and network in a less formal setting.

For our final meeting in May, we hope to get a speaker from a local company involved in the dot.com area to discuss business and economic trends in the Bay Area.

We hope to see you at many of the >>>Hot Dates <<< this year!



The SLA SF Bay Region Chapter

## *Presidio Vision — Plans for a New Kind of Park*

The Force is with the Presidio Trust, but what other developments are pending? Come get the scoop from Tia Lombardi, Public Affairs Deputy, plus Librarian Barbara Janis will describe the Trust library's collection and services.

**Date:** Wednesday, September 24, 2003

Time: 5:30 to 8:30 pm

5:30 – 6:30 Social Hour/no-host bar

6:30 – 7:15 Dinner

7:15 – 8:30 Announcements & Program

**Cost:** SLA Members: \$35

Non-members: \$40

Students/Unemployed: \$22.50

Program only: \$10

Note: Cost includes validated parking

**Place:** Yank Sing Restaurant, One Rincon Center, 101 Spear St. San Francisco, (415) 957-9300

Restaurant is located inside Rincon Center at the corner of Mission and Spear Streets near Embarcadero BART

### Menu

- Silver Wrapped Chicken, Peking Duck w/ Mandarin Bun, Stir Fried Vegetables, Beef Fried Rice, Egg Custard
- Minced Chicken in Lettuce Cup, Wonton Soup, Shrimp Dumpling, Pork and Shrimp Siu Mee, Snow Pea Leaves Dumplings, Spring Rolls
- Vegetarian Plate (please request): Buddah's Delight, Braised Tofu w/ Vegetables, Bamboo Pithro, Steamed Rice

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San Francisco Bay Region Chapter

Special Libraries Association

P.O. Box 26276

San Francisco, CA 94126



# Calendar

## september.....

**24**

Presidio Vision: Plans for a New  
Kind of Park  
Yank Sing  
101 Spear St.  
San Francisco, CA  
5:30 - 8:30p.m.

## november.....

**18**

Information Professional from an  
Arts Organization  
TBD  
East Bay

## january.....

**29**

Speaker on Search Engines  
Joint Meeting with BayNet  
TBD, SF or East Bay

## feb/march.....

**Janet LaChance,**  
**SLA Executive Director**  
**Joint Meeting with the**  
**San Andreas Chapter**  
South Bay

## april.....

**Neighborhood Dinner Meetings**  
TBD, various venues around the  
Bay

## may.....

**TBD**

**We're working on some good  
suggestions.**

*To list an event contact  
Lauri Flynn at 415-433-1940 or  
[LFlynn@littler.com](mailto:LFlynn@littler.com)  
Calendar events are  
updated bi-weekly at:  
<http://www.sims.berkeley.edu/sfsla/>*

## Index to advertisers

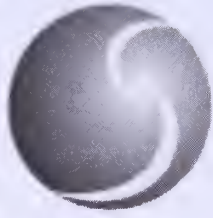
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Library Associates .....	8
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## **Special Libraries Association**

San Francisco Bay Region Chapter  
P.O. Box 26276  
San Francisco, CA 94126



# THE BAYLINE



Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

November/December 2003  
Volume 74 Number 2

## *President's message from Beth Graham*

.....



Hello, everyone.

According to the 2003 Membership Survey, 85% responding "usually or always" read the *Bayline*. I always do. It's a great – entertaining – way to stay in-the-know about chapter affairs and events and about what your colleagues have been up to. That same Survey also advises that 90% responding said it would be acceptable, "given the expense and delay in producing and distributing," if the *Bayline* were only available online. With some small regret – but with a great deal of optimism – I inform you that this is the last *Bayline* to be printed and mailed.

The next issue of the *Bayline*, scheduled for January/February 2004, will be delivered electronically. The whys and wherefores are set out in the article from the Executive Board (inside). Please do take a look. You will find it enlightening. You'll also find out how to continue to get your *Bayline* even if you aren't sufficiently "wired" at home or office. Bear with us as we make this transition; I don't think you'll be disappointed. This is one challenge I truly see an opportunity.

A very special thank-you is due to Executive Board members Lauri Flynn, Barbara Janis, Jeffery Mah, Tamara Horacek and Deb Hunt for their time, efforts, thoughts and stamina in dealing with our present financial concerns.

Please join me in welcoming our new Tours Chair Sandy Malloy who has *already* organized this season's first Tour event for November 3 (see flyer inside). Heartfelt thanks and best wishes to Terry Richards for all those marvelous tours over the years. A round of applause, please, for Dunn Miller whose debut Within My Earring column was simply terrific! Linda Vida reports that the Professional Development Committee plans two workshops in the coming year: one on Weblogs and another on The Art of Negotiation and Communication. And, don't forget that our next Dinner Meeting on November 18, at the Pacific Energy Center.

Feel free to contact me, anytime, about any chapter matter at (510) 622-2229 or at [beth.graham@doj.ca.gov](mailto:beth.graham@doj.ca.gov).

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### inside...

- Read about Bayline's future on page 4.
- Highlight's of September's dinner on page 7.

# Special Libraries Association San Francisco Bay Region Chapter

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(2002-2004)

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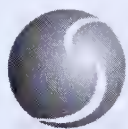
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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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**Volume 74 Number 2**

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## From the editor's desktop...

As you may have read from Beth's opening message (and if you haven't, turn back to page one!) this is to be the final mass-mailing version of Bayline. And just as I was finally getting a handle on this darned editing software! Oh well, we librarians and information professionals know the importance of adaptation and we are quite capable of transforming change into opportunity; perhaps this is precisely one of those moments. As we move from a print-based Bayline to an online version, this editor promises to do his best to make it a smooth transition and help develop a cool online newsletter that you all will enjoy.

One "shout out" I'd like to make goes to the friendly and wonderful people at KK Graphics here in San Francisco. Their service went beyond the printing of these newsletters, they assisted with layout, graphics, and helped resolve some of the software bugs that seemed to pop up as deadlines loomed. Thank you.

Now before I start getting too sappy, let me change gears and declare that we have ourselves a fine looking newsletter for November/December '03. Sandra Joy Lee provides us with an overview of the September 24th dinner event during which members learned about the rich history and future vision of San Francisco's Presidio. Dunn Miller introduces us to Smita Chandra, a librarian from our twin chapter in New Mumbai, India. In addition, Dunn keeps us up-to-date with our chapter members' accomplishments in her column, Within My Earring. Sarah Cervinski introduces us to, and welcomes, a new chapter member, Jean Amaral. Dorai Thodla is the first among many members, I hope, to tell us about an online resource he finds useful during his workday. And still there's more! Whew!

Enjoy.

### Copy Deadlines for 2003/2004

Nov/Dec	October 3
Jan/Feb	December 5

Email copy to [bayline\\_editor@yahoo.com](mailto:bayline_editor@yahoo.com).  
Telephone: (415) 281.5427. Please keep formatting to a minimum. Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site:  
<http://www.sims.berkeley.edu/sfsla/>

### Jobline Information

The SLA Jobline is on the Web at :

<http://www.san-andreas-sla.org/sa/jobline/jobline.htm>.

# Everything Changes and We Change With It

## A Top View of our Chapter Finances and Our Plan to Convert to an Electronic *Bayline*

This chapter year began with a startling realization — we were facing a \$13K deficit.

In past years, we have often shown a small budget deficit at the beginning of the year, but by careful spending and a mid-year review of expenses we managed to make it up. Some years we were lucky: Fundraising had a spectacular success, or Jobline contributions meant we received several more thousand dollars, although several projects were continually put on a back burner until we had money to support them.

During the last two years, the chapter budget gap has grown from just a few thousand dollars to over ten thousand dollars. This is very unsettling and has really forced us to reevaluate our chapter services and more importantly our entire budgeting process. We held an emergency Finance meeting in September to seek answers to the questions of why our finances had slipped so drastically. Was it just lost sponsors due to the dot.bomb phenomenon? Did we really lose so many members? What is really going on and what should we do to fix it over the long term?

Obviously, we had to face the financial facts:

- \* Bayline printing and mailing costs have increased
- \* Advertising revenue has dropped in the last five years
- \* Overall, events are more expensive to host
- \* We have not raised our advertising rates or sponsorship levels to match increasing costs
- \* Fundraising sponsorship has declined due to the economic downturn
- \* Membership *has* dropped, so our allotment from headquarters has reflected that loss
- \* We like to get together (and that's good, we *should* get together) but that costs money
- \* The chapter often subsidizes program costs to encourage meeting attendance

Some of the things we've done in the past years to curb costs include:

- \* Changed *Bayline* printing houses
- \* Printed *Bayline* on cheaper paper
- \* Incorporated Meeting Announcements into the *Bayline*
- \* Discontinued separate flyer mailings
- \* Discontinued printing the Directory
- \* Began pricing events more closely to cover actual cost
- \* Borrowed rather than rented A/V equipment for meetings
- \* Trimmed operating costs where possible

Alas, we need to do more. After careful review and consideration of actions we might take to put us back in the black – the Executive Board has some propositions to lay before you:

\* *Bayline*. Go digital, supplemented by print-on-demand. Eliminating the *Bayline* printing and mailing expenses alone will save us about \$7000 a year. Many other chapters have already adopted digital-only newsletter publication, including our sister-to-the-south, San Andreas. Here's how it would work. Starting in 2004, the first *Bayline* will be delivered to you as a link via the reflector. If you'd like a print version mailed to you, let us know by contacting us and requesting it. Please send your request to our mailing chair, Sandra Lormand, at 925-294-2525 or sklorma@sandia.gov

\* Renewed fundraising efforts. Fun fundraising events in the Fall and Spring such as the next "Movie Night at Dolby" on October 8 when we'll show "A League of Their Own." You might remember our last movie night over two years when we showed "Crouching Tiger, Hidden Dragon." It was a hit! Some of us are quite enthusiastic about the possibility of a fundraising-night at the Berkeley Rep Theatre. We would like to hear from you about it.

*Continued on page 5*



*Continued from page 4*

\* Renewed effort to recruit new members. We hope to give our outreach to students at Berkeley and SJSU (in conjunction with the San Andreas chapter) new impetus this year with several meet-and-greet sessions for students only.

\* The new, improved Directory. Remember our membership Directory of several years back? It featured an integrated list of members for both the SF and SA chapters, and it had Division and Organization indices in the back. San Andreas and San Francisco are studying the option of publishing – for a fee – this value-added Directory. (In the meantime, you can always get/print a one-chapter directory from the SLA headquarters site.)

\* Renewed efforts to reach sponsors: Obviously, vendors have less spending money. We need to polish our story of why they should give us their support and redefine what is in it for them. Fundraising and Advertising will be joining forces to help us unify our message. This is an effort that each of us can help support. We are sure you have a favorite vendor that would make a great partner. Or perhaps a vendor just phoned you soliciting your business. Send the contact information on to our Fundraising and Advertising Chairs. You can turn a cold call into an opportunity for both the chapter and the vendor.

As we move forward with these changes, we need your insights, participation, and input to make this a reality. What is most important to us right now is that we get your feedback on these matters. In doing so, we can ensure that our chapter services will continue to be very special venues where we can all share our experiences with one another and build a sense of community.

Please drop us a line, and let us know what you think.

Thank you.

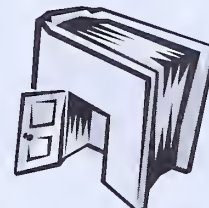
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# SLA Events Update

## Presidio Vision

by Sandra Joy Lee

After a mesmerizing 11-course meal of Yank Sing's tastiest offerings, Joanne Marchetta, Assistant General Counsel of the Presidio Trust, brought to the table a vision of the rich history and natural marvels of the Presidio of San Francisco. With two decades of environmental experience, a degree in Forestry, and a J.D. to her credit, Joanne deftly presented an illustrated tour of the history, environmental challenges, and future goals for this unique place at the base of the Golden Gate that exists as a park, but was not created as a park. Afterward, Joanne handed over the mic to Barbara Janis, the Presidio Trust Librarian, who gave us a personal glimpse into the library, its collections, and her exciting escapades at antique fairs in search of new acquisitions.

The Presidio has a colorful past and over it flew the flags of three nations. In 1776 Spanish explorers set up camp in the Presidio. Mexico controlled the area from 1882-1848, with the United States Army taking it over from 1848-1994. When the army vacated the Presidio, it became part of the Golden Gate National Recreational Area.

The Presidio Trust and the National Park Service each manage portions of the park, and since 1998, 2 years after Congress created the Presidio Trust, the Trust has been working toward the Congressionally-established goal of making the Presidio fully financially self-sufficient by the year 2013. Lucas Digital Arts Center is one of the projects that will lease Presidio assets to help the Trust reach this benchmark.

The Trust is setting out to ensure a park emerges at the former Presidio Army base. The Trust undertook a 2-year planning process and drafted a management plan, one that addresses the needs of the complex topography and legacy of 463 historic Army buildings and 1,491 acres of land. The plan



Continued on page 8



## Continued from page 7

fosters a mix of goals, including: creating a place for people, protecting historic values, and enhancing natural resources.

A dizzying and impressive number of programs are underway. Some of these include: expansion from 19 to 43 miles of trails and bikeways, informal paved trails for joggers and disabled visitors, trails that will provide access to key locations and historic batteries, and roadway improvements that will enhance access to important vistas such as “inspiration point.” The Main Post, the heart of the Presidio, will be home to a transit hub where Muni will link to the free park shuttle. Archeology excavation sites provide the public with a chance to explore the history of Ohlone, Spanish and Mexican past-residents. In the 300-acre forest, reforestation projects are underway. Developers are being sought to help rehabilitate and reuse the long-vacant Public Health Service Hospital building. The U.S. Army has given the Trust \$100 million to complete the environmental cleanup program. For the restoration of the Tennessee Hollow watershed project, the Presidio Trust is currently in a public scoping period, inviting public comments and opinions on stewardship ideas for this fragile area.

In closing, Joanne told us that the Trust encourages community support, involvement, and partnerships. She invited SLA Bay Area Chapter members to go to [www.presidio.gov](http://www.presidio.gov) to volunteer or sign up for the Presidio Post newsletter.

The Presidio Trust Librarian, Barbara Janis, was up next to elaborate on her pioneering role at the Presidio Trust. Almost five years ago, she was hired to set up what is now the Presidio Trust Library. From shelving to furniture to cataloging schemes, she selected and designed the library to hold a rich collection of resources in just 750 square feet of space.

A public reading room serves visitors, contractors, students, and 370 Presidio Trust employees. The library consists of a general collection and the environmental remediation collection, which was inherited from the Army. The library is open to the public and some curious visitors come expressly to look at the model and schematic design for George Lucas' Letterman Digital Arts Center, which are

displayed in the library.

In search of historic images to expand the Presidio Trust's understanding of the former Army base, Barbara did research at SF Public Library's Historic Photo Collection, at the California Military Museum, and with SLA member Richard Geiger at the SF Chronicle. She also found images in unexpected places. While wandering through an Alameda antique fair one weekend, Barbara ran across a few old postcards of the Presidio. The postcards led her to a collector of Presidio ephemera! He allowed her to scan his collection of over 300 images, at no charge, to add to her library's collection. Some of these images have proven very useful in the Trust's preservation efforts.

Future challenges for Barbara at the Presidio Trust Library include, cataloging her growing collection of images in the database application, Cumulus, obtaining a photocopier/scanner for the library, and developing retention schedules for the agency records in her care.

In creating this very special library from the ground up, hunting down and acquiring rare images, and “holding down the fort” as a solo librarian, Barbara truly embodies the adventurous spirit of the old west.

## Upcoming Event

### An Evening with Janice Lachance and Cindy Hill

Joint San Andreas and San Francisco Chapter Meeting

Date: February 05, 2004

Time: 6:30 – 8:30

Location: The Historical San Mateo County Courthouse (Currently the History Museum)  
777 Hamilton St.  
Redwood City, CA

Join us in the rotunda of the historical San Mateo County Courthouse in Redwood City for dinner and the opportunity to meet and hear the views of Janice Lachance, the new Executive Director, along with our “own” Cindy Hill, current SLA President.



# Member News

**Smita Chandra**

## An International Interview

*By Smita Chandra & Dunn Miller*

Hello members of the SLA-San Francisco Bay from a new member from as far of the globe as India! Thank you for selecting me as a "Twinning Partner".

I was born in the Patna, the capital city of the state of Bihar. Some of the interesting history of this area is that Bihar is the land where Lord Buddha was born and attained enlightenment. The founder of Jainism, Lord Mahavira, was also born in Bihar province. A university at Nalanda was established during the Gupta period, also known as The Golden Age of India (320-480 CE). Bihar also birthed the Mauryan king, Ashok, c. 270 BCE, who created the first codified governance for the Indian people.

I have two younger brothers who act older to me all the time. But I have a bit of a secret I am willing to let go: I enjoy being treated special, as the only daughter. I enjoyed growing up with my brothers; our fights and mischief, the club we formed after reading books of the "Famous Five", and trying to act like them. I also remember with fondness many books: Russian, Arabian fairytales, and other famous works. My father would bring us books from a little shop called "Good Books."

I began school in Bangalore and then we moved to Mumbai, Bombay, where I completed my education and now work. I am fortunate to have an understanding family that values individuality, to have a mother who stands by my decisions to continue to higher education and to not get married. In India, an unmarried female is a social taboo, even an offense. However, I live in metropolitan Mumbai, the so-called New York of India, which helps keep the heat of that subject deflected. However, if I were to return to a smaller city or town, I would be an outcast.

I always wanted to be a professional woman. I admired my female teachers/professors, their

confidence, and their flair of making a mark for themselves. I decided to be a librarian because it gives me more opportunity to reach out and do things for people of all age groups and classes — to be in touch with the world of information and knowledge. When I realized the power of having or not having information and that the whole world is a knowledge base, my resolve was strengthened to continue in this profession. I realized that being a librarian matched my desire to be a custodian of that knowledge.

Although I think I was born to be a librarian, I came to the profession through a 'mistaken identity.' After my undergraduate degree, I planned to continue for an MBA. My father told me about librarianship. I reluctantly entered a one-year program but then the subject caught my attention and I entered the Masters program in librarianship. The Indian Institute of Geomagnetism (IIG) was my first job where I was hired as a "trainee." I became a permanent librarian six years ago. In the next five years, I want to obtain a Ph.D in librarianship and complete post-doctoral work to implement a chain of school libraries in Mumbai and Calcutta.

IIG is a non-profit research center funded by India's Department of Science and Technology. Geomagnetism is the study of the earth's magnetic field and its space environment. The institute's core research areas are solid earth geophysics, upper atmospheric research, and observatory data analysis. We are one of many World Data Centres and we have 11 observatories in India used for magnetic data collection. Our library is well funded and one of the best places to have network connectivity to the outside world. Besides enhancing my information base on the needs and aspirations of the highly educated class of India, this library provided me an opportunity to explore the information needs of our deprived classes. We have the New Mumbai main library and 11 branch libraries connected to the observatories. Our collection includes approximately 6000 monographs, 8000 bound journal volumes, multimedia data, and  $\pm 300$  maps/toposheets. Most of our users are IIG scientists and graduate students, and we enjoy visitors from all over India.

My responsibilities include all the technical and many managerial duties: cataloguing; classification; indexing-abstracting, collection development, and

confiawareness programs in schools and colleges and prepare stock, audit, and budget reports. I work with other libraries on resource sharing and take care of basically anything I think is of use to the library. One thing I would add if I were able is a subscription to WorldCat to share my library catalog with libraries around the world.

We are a staff of three professionals trained at the Masters level working for the library and we have one library aide. It gives us great pride to call ourselves the "all women brigade". The most enjoyable part of my job is the gratitude users express on help they successfully sought from me. I love that it was 'my job'. The least enjoyable part is when a user complains; even for the slightest mistake by me, my colleagues, or blames the library and stereotypes our image as librarians despite all our efforts.

As for the future, in ten years I hope we will be part of 3-4 consortia initiatives. In addition, IIG should have a digital repository of historically important works in a new museum in the institute; access to OCLC's databases, an upgraded building and workspaces for users at the standards of "Grainger Engineering Library" in Illinois that I saw in the US. In ten years, I want IIG to have taken the lead to promote construction of science and engineering libraries locally. All of the above is important for my library to match international standards with the latest in technology and services. Smita has offered an invitation to all members to visit her in New Mumbai, and if you want to go to a wedding with her in Bhutan on November 25<sup>th</sup>, you are invited! She may be reached at [smiatac\\_in@yahoo.com](mailto:smiatac_in@yahoo.com). It has been my honor to collaborate with her in preparing this article. Dunn Miller

## **Jean Amaral**

### **New Chapter Member**

*Interview by Sarah Cervinski*

Please join me in welcoming a new member, Jean Amaral. Jean is a Future Librarian and first year MLIS Student, at San José State University, who currently is working two part time jobs at the San Francisco General Hospital Medical Library and the Dean's office in the new SJSU new Martin Luther King Jr. Library.

**You are a first year student in the library program at SJSU, what classes are you taking and**

**are you enjoying them?**

Basically, I've started with the introductory classes: Information Retrieval. I find it very interesting to study the psychology behind how people search for information. I'm also taking Bill Fishers Information Organization and Management. They are going all going quite well considering I just recently decided to dive into school. It's great to have things moving along

**You've had other interesting careers. Tell us about some of your past work experiences and did they have anything to do with your new career path?**

I taught English Literature and Composition at the college level and then worked in non-profit organizations. For a little while I was also a backcountry ranger at the highest mountain in Main. The camp area was three and a half miles off the roadside and this site had a little library that I took a liking to. I worked at developing this library's collection and you might say it was my first "special library" experience. I hiked in books to do with library's collection: the history of mountaineering, women in mountaineering, etc. I hiked in books to ensure campers and rangers had their information needs met, whether they needed to know a certain flower or needed to occupy themselves in the rain.

**You've mentioned Special Collections, is that your ideal library setting?**

I always thought I'd go public, since I have a strong public service background after working in the nonprofit area. But, special libraries are my interest, I've seen postings for library positions in national parks and other environmentally orientated organizations and that is what I'd like to pursue.

**You have been to a couple of SLA meetings, what did you think of the experience?**

Everyone was so open, welcoming, and wonderful. I'm usually so shy, but everyone was great to talk to and wanted to know about me. I'm excited to be a part of such a welcoming community.



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Ann DiLoreto, M.L.S.

# Within My Earring

by Dunn Miller

Another passage of time, another season, and another reporting of our accomplishments and enjoyments. I hope you all enjoyed your summer vacations, if you took one, and to those who stayed on and held their respective forts: mazel tov! Thank you all for responding to my plea for items.

**JAYE LAPACHET** reports that Coblenz, Patch Duffy & Bass moved to a new centralized Library in the Ferry Building. Construction is not complete, but we are getting there and the new library is lovely. Jaye created and installed a new automated circulation system.

As busy as she is, she also had an article published in the *California Legal ProSummer 2003* supplement to the Recorder newspaper. The topic was Getting a library ready to move, of course.

**MICHAEL SHOLINBECK** reports that, he was notified in August that he was selected as one of two recipients of the 2003 local Sewell Stipend. There is a separate award for non-locals awarded to at least 10 individuals.

The Grace and Harold Sewell Memorial Fund, Inc. was established by the Medical Library Association's Public Health/Health Administration Section to improve librarians' understanding of medical and health care professionals. The Fund offers stipends to librarians and other information professionals to defray membership/registration/travel/other per diem expenses involved in their attending and/or participating in the American Public Health Association's (APHA) Annual Meeting, this year taking place on November 15-19, 2003 in San Francisco, CA.

**MIMI CALTER** is happy to announce her arrival in San Francisco as she joins our chapter of SLA. She relocated over the summer, and, since is looking to get to know people here. Mimi has taken on the role of City Side Hospitality Co-Chair for SLA. Sandra Lormand is her East Bay counterpart. She is now the Knowledge Manager for the Technology, Media and Telecommunications group in the Investment Banking Division of Goldman Sachs, with whom she has been for 3 years. Welcome Mimi and we look forward to getting to know you.

Marriages are a summer event: **NANCY ADAMS** attended her son's wedding in Portland Oregon and she told WME that **BONNIE WILDORF** married off a child at the about the same time. I like that – "married off." **KAREN ZILLA**'s daughter was married at Lake Tahoe – that must have be beautiful and **SAUNDRA LORMAND**'s daughter chose to marry in Hawaii, just to give the families to good reason to holiday in the islands. WME has teased back to them that she assumes they will be able to afford their next vacations around 2006. **NANCY** replied, "No kidding."

Speaking of vacations, **PEG LAFRANCE** sang her way across England for two weeks with her church choir. St. Mark's Episcopal Church, Berkeley, sang eight services of Evensong and one Sunday morning Eucharist in five different locations. St. George's, Windsor, Chichester Cathedral, Clare College, Cambridge, St. Edmundsbury in Bury St. Edmunds, and Gloucester Cathedral. We had such a good time doing it and learned so much that we are going back in 2006 to do it again (in different churches). We raised money in the spring by doing a Hymn-a-thon. We spent one Saturday singing at least one verse of all 720 hymns in the Episcopal Hymnal 1982. Our friends thought it was such a good idea that they sponsored us to the tune

*Continued on page 13*

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Continued from page 12

of \$14,000! Leave it to the librarians to figure out how to put on a fund raiser!

The ever-adventurous **RICHARD GEIGER** spent three weeks in the Greek Islands, mostly small islands off the Turkey coast. Then, he enjoyed an amazing journey with my wife in their small open rowing and sailing dory across the Catalina Channel.

**Diane.Rosenberger** was away Aug 11-29 having an "experience": A once-in-a-lifetime trip to southern Africa. Saw lots of animals amazingly close up. She and her husband also enjoyed a quick visit to South Africa's wine country. Diane happily reports that her husband took a picture of her in front of the Stellenbosch Public Library.

Finally, **BARBARA JANIS** joined Toastmasters this summer and has given two talks so far. She attended SLA NYC conference and roomed with **DEB HUNT**. Apparently Deb is the bomb as Barbara says she had the scoop on all the good receptions. Barbara also reports that her daughter graduated from NYU with a masters in clinical psychology. Proud parents unite!

# Website Review

by Dorai Thodla

One of my favorite sites is Wikipedia, a free encyclopedia on the web written collaboratively by its readers. Wikipedia, in my opinion, ushers in a new trend in building global, shareable knowledge bases. It contains over 160,000 pages of articles from over 800 contributors and 17,000 readers.

Wikipedia has several interesting sister projects. Wiktionary, is a collaborative project to produce a free multilingual dictionary and thesaurus. Wikibooks is a similar effort for free open content books. Wikiquotes is a compendium of free quotes. Wikipedia family combine three important concepts – easy creation and sharing of global knowledge, continuous evolution and a distributed authoring.

"What is a wiki", by Ward Cunningham, gives you a bit of background about wikis. Since all you need to use a wiki is just a web browser, it is accessible to anyone with an internet connection. It is increasingly becoming a tool for building informal knowledge bases on the web and sharing information between groups. At the time of writing this article, a Google search produced about 8.9 million entries.

How can you build a wiki for your use? Most of the wiki software is free. You can download one of the popular implementations and set it up on your web server (or request your webmaster to do it). I will be happy to help set one up for the Bayline chapter that all of us can share. You may want to start by setting up one on your local machine. Feel free to contact me, if you need help. I use wiki for my learning log and keeping track of resources of interest.

Wikipedia represents a new kind of effort. A multilingual, collaborative, global resource that you can share, contribute and extend easily. But it does something more. It opens up the possibility of linked global dynamic knowledge bases.

*Dorai Thodla is a co-founder of iMorph, Inc. a silicon valley company engaged in Information tracking on the web ([www.infominder.com](http://www.infominder.com)). His personal interests include building dynamic knowledge bases, meta learning frameworks and Information repositories. You can contact him at [dorai@thodla.com](mailto:dorai@thodla.com)*

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The SLA SF Bay Region Chapter

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Please join us on **Monday, November 3rd**, for a special, after-hours tour of the exhibit "HIRSCHFELD: A CENTENNIAL CELEBRATION" at the San Francisco Performing Arts Library & Museum (SFPALM) led by curator Brad Rosenstein, followed by a tour of the library's collections courtesy of SFPALM librarian Kirsten Tanaka.

In a career spanning almost 80 years, New York Times "characterist" Al Hirschfeld captured famous figures from Broadway, film, dance, opera, television and literature, as well as scenes from New York, in his delightful drawings. One of his quirks was hiding at least one "Nina", and often several, in each drawing as homage to his daughter.

The SFPALM collection comprises not only books and periodicals but videotapes, personal papers, libretti, recordings and a variety of other materials that make this an especially "special" library. In fact, there are several collections pertaining to various areas and subareas of performing arts: Dance, music, opera, theater, musical theater and design.

DATE: MONDAY, NOVEMBER 3, 2003  
TIME: 5:15—REFRESHMENTS  
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SFPALM is located at the corner of Van Ness Avenue and McAllister Street, 401 Van Ness Avenue, Room 402 of the Veterans Building, located next to the San Francisco Opera House.





## The SLA SF Bay Region Chapter

*"Giving a camera to Diane Arbus is like giving a hand grenade to a baby"*  
Norman Mailer

# Arbus and the Art of Librarianship

Barbara Rominski Gives Us a Snapshot of Her Role as the New Head of  
SFMOMA's Research Library

Beginning October 25th the SFMOMA will be exhibiting the first full-scale retrospective of Diane Arbus' work in over 30 years. Titled *Revelations* the exhibit showcases Arbus' insightful and astonishing photographs which "explore the relationship between appearance and identity, illusion and belief, theater and reality." Please join us as Barbara Rominski gives us a glimpse into the world of Diane Arbus and reveals the responsibilities and resources she so deftly manages as Head Librarian of the museum's Research Library.

**Date:** Tuesday, November 18, 2003

**Time:** 5:30 to 8:30 pm

5:30 – 6:30 Social Hour with Appetizers

7 – 7:30 Presentation and Announcements

7:30 – 8:30 Program

**Cost:** SLA/BayNet members: \$25

Non-members: \$30

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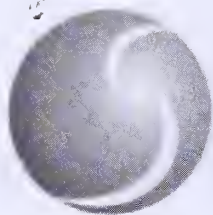
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## Special Libraries Association

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### CALENDAR

#### november .....

**3**  
Tour  
SF Performing Arts Library &  
Museums (SF PALM)  
San Francisco

**18**  
Tour  
Arbus & the SF MOMA Library  
San Francisco

#### january .....

**29**  
Speaker on Search Engines  
Joint Meeting with BayNet  
TBD, SF or East Bay

#### feb/march .....

**5**  
**Janet LaChance,**  
**SLA Executive Director**  
**Joint Meeting with the**  
**San Andreas Chapter**  
South Bay

#### april .....

##### Neighborhood Dinner Meetings

TBD, various venues around the Bay

#### may .....

**TBD**

**We're working on some good  
suggestions.**

*To list an event contact  
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Calendar events are  
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# THE BAYLINE



Special Libraries  
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Bulletin of the San Francisco Bay Region Chapter  
Special Libraries Association

January/February 2004  
Volume 74 Number 3

## Seasons Greetings and very best wishes for 2004



**A**s I write, it's just a week or so after Thanksgiving (2003) and it seems appropriate to say some thanks. Christine Nay, Advertising, thank you! for the amazing feat of drawing in \$3000 in advertising - in this economy. Teresa Ewing

and Heather MacLean, Programs, thank you! for researching and putting together the very entertaining MOMA/Diane Arbus program (Barbara Rominski, presenting) at the November Dinner Meeting. And - I could go on and on, but just one more - Eris Weaver, Nominating, and her entire committee for their work on the 2004-2005 Executive slate:

President-Elect: Chris Orr

Secretary: Debbie Jan

Assistant Director/Programs: Vivian Kobayashi

Heartiest congratulations! There's really only one word for this trio: Awesome!

With our first online-only Bayline, I'd like to remind you all that it is more important than ever to review and update your "electronic profile" with SLA. Here's a checklist:

- First, visit the headquarters website [www.sla.org](http://www.sla.org) (Members Only section, Who's Who Online) and review/edit any information listed there. Why? Because our local Reflector messages - the ones sent by Linda Yamamoto - use that data to reach you with pertinent chapter information, such as notification of the next Bayline publication.
- Bookmark our local site <http://www.sims.berkeley.edu/sfsla/> - you'll need to, who the heck can ever remember it?! But, I'm going to share my secret tip: go to [www.sla.org](http://www.sla.org), select, sequentially, Chapters / Select Chapter / View Chapter and at this last you'll find the direct link. (For those who're counting, it's six clicks.)
- Sign up for the Chapter Discussion List (aka Listserv). See here [http://sims.berkeley.edu/sfsla/organiza/disc\\_list.html](http://sims.berkeley.edu/sfsla/organiza/disc_list.html) for Guidelines and good reasons to take advantage of this service to chapter members. President-Elect Deb Hunt, at the Exploratorium, has maintained the listserv for quite a few years; Rose Falanga is scheduled to take it over shortly.

And, if you still want a print copy of the Bayline mailed to you, please contact Mailing Chair Sandra Lormond at (925) 294-2525 or at [sklorma@sandia.gov](mailto:sklorma@sandia.gov).

As always, feel free to contact me, anytime, about any chapter matter at (510) 622-2229 or at Beth. [Graham@doj.ca.gov](mailto:Graham@doj.ca.gov).

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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

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## Jobline Information

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## Editor's Notes . . .

*by Joshua Richardson*

Happy new year and welcome to the first electronic-only publication of The Bayline! At first glance, there may not seem to be too many changes from the past issues found on our website; but much has changed in the way articles are formatted, prepped, and published. These changes will make the production effort more effortless, and provide for greater functionality in future issues of The Bayline.

Making this work has taken a lot of effort and so I owe many thanks to many people. First and foremost I'd like to thank the members of the Executive Committee whose vision and direction insured this endeavor would be a success. I'd also like to thank Christine Nay for collaborating and contributing valuable insights regarding the layout of advertisements and promotional material; Saundra Lormand for coordinating and communicating with SLA the changes in Bayline's distribution; and Marlene Vogelsang and Chris Orr for offering their sage advice.

And thank you, SF Bay Region Chapter members for showing your support as we weaved our way through this transition. Here's to a fun and exciting 2004!



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## Arbus and the Art of Librarianship SLA Dinner Meeting on November 18th 2003

by Lauri Flynn

We were given a glimpse into the world of art librarianship on November 18th when Barbara Rominski, new Head Librarian at SF MOMA, gave us an overview of her library collection and services. She also previewed the current "hot" ticket at SFMOMA, a retrospective of Diane Arbus' work.



The organization from which SFMOMA developed began in 1870 as the San Francisco Art Association. It created and incorporated the museum in 1921, under the name the Museum of Art, as a venue for its interests. The first exhibitions were held at the Palace of Fine Arts until the late 1920s when the building was declared unsafe for use. Exhibitions of SFMA were not held again until 1935 when the museum opened galleries in the War Memorial Building on Van Ness. The research library also began in 1921 with an initial collection donated by Dr. Alfred Bender. The Museum hired its first professional librarian in 1950 and added "modern" to its title in 1975.

The library's primary mission is to support the museum staff and secondly, to support the volunteers, museum members and the public. There are 2 professional staff – head librarian and catalog librarian – and 2 para-professionals, plus 13 volunteers who work about 50 hours each week. For statistics lovers: the library has 3,529 sq. ft. of space; 9 OPAC stations (4 for staff, 3 for public and 2 for volunteers); 1,842 serials/periodical

titles; 53,709 cataloged titles (3,000+ are added annually). The subject areas reflect the curatorial departments: architecture & design, media arts, painting & sculpture, photography and education. They have a catalog exchange program with other museums which results in a great volume of material. They don't collect auction catalogs and refer people to Christy's & Sotheby's local offices. SFMOMA's library has several special collections, including: Artists' Books, Fluxus & 'zines (i.e. ephemera); Sydney Tillim Collection (photography); Grace McCann Morley materials (the first library director); Artists' Vertical Files (clippings, articles, bibliographies and exhibition announcements on over 15,000 people)



Barbara Rominski, SF MOMA  
Head Librarian

Although art libraries have unique elements from other specialized libraries, Barbara is also dealing with challenges we all face, i.e. funding, space for collection, staffing, setting policies. Since she arrived she has doubled the staff, expanded the hours, revised the exchange program, worked on collection development, developed written policies, produced an exhibition of artists' books and worked on a plan for the Museum's archives—all this in 6 months! The Library's activities are based on the exhibition schedule and vary from the pre-exhibition stage to time of the actual exhibit.

SLA Dinner Continued on Page XX



Marlene Vogelsang, Professional Achievement Award Winner, with  
Cindy Hill and Beth Graham





## SLA Dinner *Continued from Page XX*

Barbara then turned to the Diane Arbus exhibit, which took 10 years to realize. Arbus started out in the world of fashion photography but later moved to less glamorous subjects. She is known for "pulling off a person's public face". Some of the people she photographed were those at whom we were taught not to look—people born as freaks, carnival performers, those living on the fringe, or recreating their own identities. By her photography she allows us to look at these people who are "different". She looked at them with empathy and friendship, not exploitation. Arbus was from a very wealthy family but felt like an outsider in high society. She also photographed people in ceremonies and competitions—sports events, parades, contests, etc. Other subjects were middle class families, eccentrics and celebrities. Diane Arbus had an untimely death, ending her life in 1971 at the age of 48. She leaves a legacy of bold, sometimes shocking portraits that show a certain relationship between the photographer and her subjects of intimacy and trust. The exhibit runs through February 8th. Don't miss it!

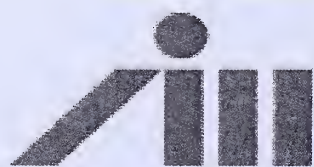
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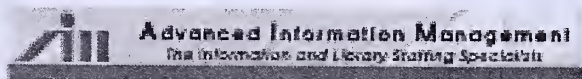
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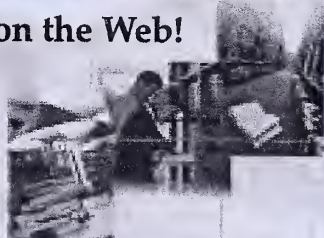


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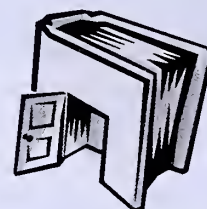
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## Chapter Candidates for 2004-2005

by Eris Weaver

As chair of the Nominating Committee, it is my pleasure to announce our slate of candidates for the upcoming year:

President Elect: Chris Orr

Assistant Director/Program: Vivian Kobayashi

Secretary: Debbie Jan

Each of these folks has demonstrated commitment to the Chapter and they deserve many thanks for their willingness to take on greater leadership roles! I also thank the rest of the Nominating Committee for their dedication and persistence: Maggie O'Brien, Mark Mackler, Richard Geiger, Steve Cooney, Elyse Eisner, and Jaye Lapachet.

This slate will be announced at the January and February dinner meetings; nominations will be accepted from the floor. (Remember that the nominee must have previously agreed to run!) If there is no contest, the slate will be approved at the March meeting.

## Distribution List Notice

by Deb Hunt

Are you using a Yahoo email address to receive your Chapter discussion list messages? If so, you may be missing many messages. Our list moderator, Deb Hunt, is seeing many bounces coming from those members who use Yahoo for their discussion list email.

If you want to get all the messages, please consider using a non-Yahoo email address. The discussion list is not a very busy one, but the messages are informative ones. Spam protection software is on the discussion list.

To unsubscribe from you Yahoo address and re-subscribe at another address, go to:

[http://sims.berkeley.edu/sfsla/organiza/disc\\_list.html](http://sims.berkeley.edu/sfsla/organiza/disc_list.html)

To see what messages you may have missed, check out the discussion list archives at:

<http://www.exo.net/sla-sf/hypermail/>

## From the directory chair

by Bruce Thomas

The chapter, as you may have heard, has decided to discontinue issuing membership directories and move to an all electronic directory. This decision was made due to an number of factors: With the rate of job changes a printed copy is out of date and contains some wrong information as soon as it is printed; The best source for up-to-date information is the HQ's web site; Printing costs and shipping costs continue to rise; many are trying to move from a tree consuming, hard-copy existence to a paperless environment.

Dispensing with printing directories for all members has released a little pressure on our much pressured chapter budget.

I know some of you do not have ready access to a computer at all times and some just like having a directory in hard copy format. Fear not. We will be making the "old-fashioned-but updated" printed directories available to you on a print-on-demand (POD) basis. You may request these from the directory chair at anytime for a fee of \$25 per copy (\$15 for students and retirees); this fee (minus S&H) going directly to the chapter funds. Please allowing time for printing, binding and mailing.



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## Tour of the San Francisco Performing Arts Library and Museum and the Al Hirschfeld Exhibit

by Barbara Janis

On Monday evening, November 3rd the chapter hosted a lecture of the Hirschfeld exhibit at the PALM followed by a tour of its rich collection.

Curator Brad Rosenstein set the scene for the birth of Hirschfeld's career: New York City in the early 1920s, 14 daily newspapers being published – all with drama critics. Hirschfeld became a member of this circle. A friend saw a drawing he produced after viewing a 1926 show and told him he could get it into the Herald Tribune. And as they say: "the rest is history." Hirschfeld had a 75-year relationship with the New York Times creating covers and drawings for what is now the Arts & Leisure section.

Mr. Rosenstein provided biographical detail and the background for many of the sketches, their evolution from pencil drawing in the dark of a theatre to a final inking later at the studio, always refining the line. Hirschfeld trained himself to work in the dark by drawing on the subway with his hand in his pocket. He likened the process to typing on a typewriter without looking at the keys. Now what his fellow subway riders thought he was up to is another matter!

Many of the performers he drew he referred to as "glandular performers." Folks like Ethel Merman and Carol Channing. In fact, Carol Channing attended the opening of the exhibit. She remembered commenting to Hirschfeld that she was grateful that he didn't show her as flat-chested. His response was he tended to endow the people he liked. And he always felt a caricature was successful when the person portrayed began resembling the drawing.

Hirschfeld had a long career. As a teen he saw Houdini perform and before his death he was in the audience for Hairspray. Despite all this exposure to plays and stage production he could not intuit what Broadway production would become a hit. One example is the production of *Away We Go!* in New Haven. A gathering of experts including theatrical and film producer Mike Todd advised the backers to pull out, but instead they reworked it and when it opened on Broadway it achieved great

success as *Oklahoma!* – as Hirschfeld said, only the exclamation point was retained.

One can't discuss Hirschfeld's work without mention of the Nina phenomenon. In 1945 Hirschfeld and his wife Dolly welcomed a daughter, Nina, into their family. He immortalized the occasion by hiding her name within the image of his current Sunday drawing for the NY Times. He kept the practice up and soon finding the Ninas became a national obsession. In response to many requests, he ended up including the number of Ninas to the right of his signature.

After the Mr. Rosenstein's talk, Kirsten Tanaka, the Librarian and Archivist of the PALM, led a tour and discussed the collections. The PALM collection grew out of the SF Dance Archives, which was established in 1947 by Russell Hartley who was a member of the SF Ballet as well as a costume designer. His collection documents the history of the arts in the Bay Area from the Gold Rush to the present. Then city librarian, Kevin Star invited Russell to bring his archives for the performing arts to the Presidio Branch where it remained till Proposition 13 resulted in its move to Russell's home. When it outgrew this space the War Memorial Opera House gave it a home. It was located at store front at Grove and Gough for a time til it came to its present location in 1999.

The collections include playbills, posters, clippings on SF performances, books on theater, history of dance and much more. Formats range from a small costume collection, to phonograph records, and digital recordings. The Theater Film Archives was started in the mid 1980s. The *Angels in America* video from this period is one of their most popular tapes. An agreement with local unions allows theater company works to be filmed. PALM recently obtained the services of a videographer to tape local performances. Their musical theatre collection is quite broad and students often come to hear an old performance in order to learn if their voice would be right for a part before auditioning.

The PALM is the official archive for the SF Symphony, the SF Opera and the SF Ballet as well as other numerous local companies. No other arts organization in San Francisco maintains their own in-house archives with a professional staff so the PALM is truly a great resource





and repository. Space doesn't permit a complete listing of all their holdings. Please visit their website [www.sfpalm.org](http://www.sfpalm.org) to learn more about their extensive collections.

If you were unable to attend this tour, you can still visit the exhibit, which continues through December 19, 2003 Tuesday through Friday 11 AM to 5 PM and Saturday 1 PM to 5 PM. A catalog is available for purchase as well as the award-winning documentary, *The Line King: the Al Hirschfeld Story*.

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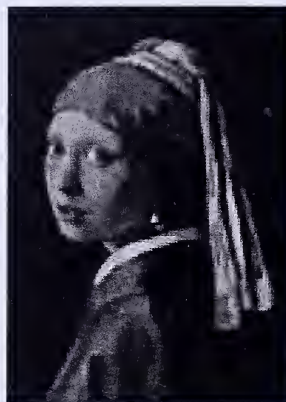




## Within My Earring

By Dunn Miller

We are in that fallow time of year, between the fruits of summer and the coming nadir of daylight, holidays and New Year (western). There is not deluge of news to report this issue but, as Spencer said, "What there is, is cherce."\*



I again send out gratitude to you who responded to my request for items. Without you, there is no column. We have some news, accomplishment, changes, and items of human interest. I continue to be delighted to hear from you all!

The unstoppable Deb Hunt presented at Internet Librarian with Gary Price on "Free Educator Web Sites: Visible and Invisible". Deb also reported that Gary had to present by speakerphone because he had emergency surgery just 10 days before the presentation. The presentation but it went off without a hitch and is available at: <http://tinyurl.com/t1ps>. By the way, in case you happen to notice, I'm a huge fan of [www.tinyurl.com](http://www.tinyurl.com) and urge you all to give it a whirl. It is one of many incredibly useful tools that Gary Price promotes in his InfoPeople class and at his ResourceShelf.com site.

Cindy Hill was very honored to participate in the Military Librarians division of SLA. The division (you know, the puns just happen, I don't plan them) celebrated their 90th anniversary. Cindy grew up as an Army brat in Germany and she told WME that she feels a special tie to that part of SLA. The anniversary celebration was held in Washington, D.C., as part of the East Coast SLA Regional Conference.

Nancy Adams informs us that her company, LECG, "went public" on the NYSE in November – and she does not work for a dotcom. LECG is a global expert services firm. Nancy is the librarian who supports work to provide independent testimony, authoritative studies, and advisory services to help resolve disputes through litigation, arbitration, and negotiation. Their experts come from academia, government, industry, and tho-

se with specialized knowledge in economic, financial and statistical theories and analysis, as well as in-depth knowledge of specific markets, regulations, and industries. Now there is a firm with a need for a very special librarian.

George Plosker was delighted to tell WME that he has an article in the November 2003 Information Today titled, "The Information Industry Revolution: Implications for Librarians." You may access the article online at <http://tinyurl.com/yj2u>. His provocative piece on the "L" word is a write-up from a panel discussion that George was on at a conference in New York in June. George is principal of George Plosker & Associates and advises libraries on content deployment and marketing, information access, account, and staff development strategies and has several other articles online that cover a range of topics from the fallacies of Google (<http://tinyurl.com/wna0>) at Mass Tech High Online to information on domain name control at searchenginewatch.com (<http://tinyurl.com/yiq9>).

A newcomer to SLA-SF — brave soul and first semester SJSU SLIS student Sugene Yang reported (at the wonderful dinner meeting with Barbara Rominski speaking about her new position as Head Librarian for SFMO-MA and Diane Arbus) that she was very pleased to be on the road to librarianship. After she gets her requirements out of the way, the Amherst-MFA and former CCAC employee is eagerly looking forward to a career in art librarianship. She, Barbara, and Jamie Macinnis, librarian for the Art Institute of California, were deep in an art librarianship conversation when I left them. Welcome Sugene!

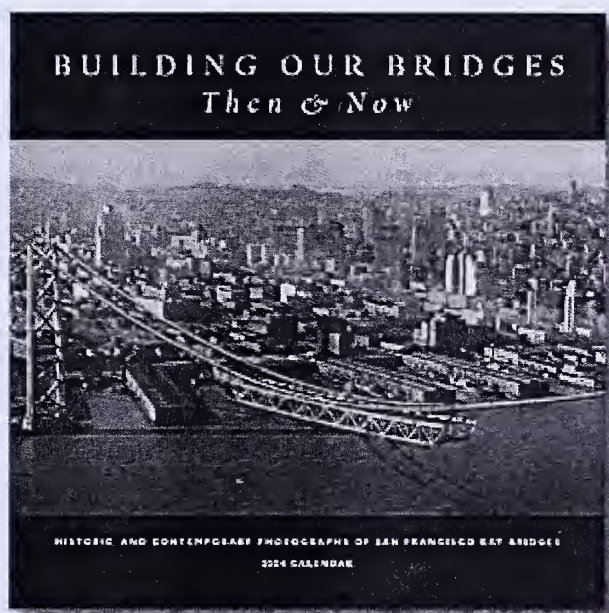
I am trying not to be too green with envy while reporting that Barbara Janis and her daughter Sandra dined at the marvelous Indigo restaurant in Honolulu on her Thanksgiving vacation. Barbara thought her most memorable experience was a tour of the Foster Gardens right in downtown Honolulu, which apparently has a marvelous collection of trees. There's the cannonball tree from Brazil under which we should not stand in the rain; the cigar box tree that is used to make... duh; a calabash nutmeg tree, a 200 foot tall Mindanao Gum tree, and the chicle tree from which gum is made. The Gardens even has a specimen of the Bodhi (The Tree of Wisdom). The Bodhi tree is known to most of us becau-





se a certain troubled former prince turned mendicant monk named Siddhartha sat under one in 531 BCE on the banks of the Nairanjana river in India. He received enlightenment and became Gautama Buddha. Barbara said the fragrance in the terraced gardens was sublime and she cannot wait to return. I can only imagine.

The new San Francisco Librarian at Orrick, Herrington & Sutcliffe, LLP, is PEG LAFRANCE. As she said so well, "This is a promotion." Congratulations Peg.



Finally, WME is pleased to announce that Dan Krummes, Institute of Transportation Studies, and Linda Vida, Water Resources Center Archive, have combined to produce another annual calendar. This year the calendar, *Building Our Bridges: Then and Now*, features spectacular historic and contemporary black-and-white photographs of the Bay and Carquinez Bridges under construction. The wall calendar showcases both the exceptional collections and services of these two specialized libraries and the water transit projects currently being undertaken by the sponsoring firms: HBG Flation, Inc.; Moffatt & Nichol Engineers; ROMA Design Group; and T.Y. Lin International. For more information, call the Transportation Library at (510) 642-3604 or go to [www.lib.berkeley.edu/WRCA/cal2004.html](http://www.lib.berkeley.edu/WRCA/cal2004.html). The calendars cost <\$13 plus the usual shipping/handling costs.

\*Spencer Tracy, in Pat and Mike, replying to his buddy, who remarks that Katherine Hepburn doesn't have much meat on her bones.

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### The Single Best Source of Facts

by Dorai Thodla

I first noticed the image of a stack of books on the left with "refdesk.com" on it. This was on the laptop of a person sitting in front of me in a conference. I immediately went to the site and bookmarked it. After a few minutes of exploration during the break, I made it my home page. Now I recommend it to every one I know.

It is difficult to do justice to this site in the limited space I have. So I will give you a quick tour. I go to refdesk.com several times a day and do different things each time. These little trips are refreshing breaks from my heavy work day.

The Thought of the Day is a good place to start. You can also spend a few minutes with the Word of the Day and Site of the Day. All these pearls of the day have individual archives in case you want to spend some time.

One of the cool resources is Visual Thesaurus (VT). I originally saw this when I was looking for the name of my company. Try it when you have a few minutes to spare. When you get the new page type a word in the blank space on the left top and click Look It Up. VT launches a new window with the word you typed in the center and shows several branches with colored dots at the end of these branches. Move your mouse over these branches and see what happens. It is a fun way to look for words when you are writing.

Check out Daily Diversions. From comics to cartoons to latest Gallop polls it has something for every one. You can try Astronomy Picture of the day. Whether you are into astronomy or not, you are guaranteed a treat with a picture or image of our Universe. The Fact Finders section has great links to all kinds of cool resources.

I can't leave without mentioning Just for Fun. From Crazy Fads to Crosswords and Late Night Jokes to Time Capsules, these resources are guaranteed to provide a few lighter moments in your life.

RefDesk is what I would call a meta resource – a resource about other useful resources. I have not seen a site that gives you so much wealth in one place. The logo says "The single Best Source for Facts".



## SLA "Inside Edition" – Meeting with the Executive Director and the Board President of SLA

San Andreas Chapter SLA – Joint Chapter Meeting w/ San Francisco

February 05, 2004 – 6:30 am – 9 pm

The Rotunda

San Mateo County History Museum

777 Hamilton St.

Redwood City, CA 94063

In February San Andreas Chapter will host the annual joint Chapter meeting of the San Andreas and San Francisco Chapters, SLA. This year we are pleased to host the event at an exquisite location of the San Mateo County Historical Association – the Rotunda of the Redwood City Courthouse. We are excited about this special event of the year as we are able to present to the Chapters the recently appointed Executive Director of SLA, Janice Lachance.

### Event Details:

Registration: 6-7 p.m.

Networking & Buffet: 6:30-7:30

Speakers: 7:30-8:30

Deadline for reservation:

February 2nd, 2004

Cost:

SLA Members and Guests \$35

Student Members/Retired/Members Not Employed \$20

Directions at: <http://www.sanmateocountyhistory.com/>

Location:

The Rotunda

Redwood City Courthouse

San Mateo County Historical Association

777 Hamilton St.

Redwood City, CA 94063

Sponsorship for this meeting has been graciously provided by AIM and Taylor & Associates.

---

*Detach and Mail this portion with your check*

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SLA Member: \_\_\_\_\_ Student / Retired / Not Employed: \_\_\_\_\_

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San Francisco, CA 94111-2464

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## The San Francisco Bay Region Chapter & BAYNET Presents The Art of Communication & Negotiation

Date: Thursday, January 15, 2004

Location: Pacific Energy Center, 851 Howard Street, San Francisco, CA 94103

Registration: 8:15 am - 8:45 am

Program: 8:45 am - 12:15 pm (morning refreshments will be served)

"Building Successful Work Relationships Through Effective Communications"

Presenter: Dr. Pat Fitzgerald, President

Pacific Gateway Associates, Inc., Sausalito, California

Dr. Fitzgerald will present the basic concepts of communication associated with verbal and non-verbal techniques and examine the emotional intelligence aspect of reactions to sending and receiving messages in a diverse work environment. While emphasizing the importance of influencing others through strong communication techniques, Dr. Fitzgerald will identify the differences between assertive and aggressive communication behaviors.

Presenter: Dr. Bill Fisher, School of Library and Information Science

San Jose State University, California, SLA President 2002-2003

Dr. Fisher will take a look at the tools and techniques for career development that are available to those in the special library/information center environment with special emphasis on surviving the job search and the performance appraisal process.

Registration is on a first come basis

Please include check with your registration

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\$35 for SLA members \$35 BAYNET members \$45 for non-members of either \$20 for students/retired/unemployed

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A Hidden Talent?

A Desire to Give?

## Do you want . . .

An Opportunity to Learn?

An Opportunity to Grow in a Safe Environment?

Get involved! Join a chapter team. Write an article for the Bayline. Mentor a library student. Volunteer to meet and greet new members at a meeting. Your commitment can be tailored to your needs, and will bring you satisfaction with new learning experiences and valuable professional contacts, and best of all, new friends.

In addition to the satisfaction of helping ensure that important chapter functions and activities are carried out, you'll have opportunities to interact with colleagues and develop professional skills. As so many volunteers have discovered, you'll get more out than you put in!

Use this form to check off the activities that interest you, and e-mail, mail, or fax your choices to Deb Hunt. If you aren't sure what's right for you, or need more information, contact either Deb or the current committee chairs (see page 2). Send your information to Deb Hunt, Exploratorium, 3601 Lyon St., San Francisco, CA 94123. Phone: 415-353-0485 Fax: 415-561-0370 e-mail: [dhunt@exploratorium.edu](mailto:dhunt@exploratorium.edu)

- |   |  |
|---|--|
| <input type="checkbox"/> Hospitality              | selects locations and makes arrangements for dinner meetings       |
| <input type="checkbox"/> Program                  | helps decide on topics & speakers and organizes meeting programs   |
| <input type="checkbox"/> Tours                    | organizes visits to member libraries & other related organizations |
| <input type="checkbox"/> Professional Development | helps organize continuing education programs                       |
| <input type="checkbox"/> Bayline                  | writes or edits articles for the chapter newsletter                |
| <input type="checkbox"/> Directory                | helps publish the Directory  |
| <input type="checkbox"/> Government Relations     | monitors and reports on relevant legislation                       |
| <input type="checkbox"/> Strategic Planning       | directs long-range chapter planning                                |
| <input type="checkbox"/> Fundraising              | contacts vendors for support of chapter activities                 |
| <input type="checkbox"/> Consultation             | co-ordinates professional outreach and pro bono consultations      |
| <input type="checkbox"/> Jobline                  | updates job listings   |
| <input type="checkbox"/> Web                      | maintains and develops chapter Web site                            |
| <input type="checkbox"/> Advertising              | solicits ads for the chapter newsletter and membership directory   |
| <input type="checkbox"/> Academic Relations       | coordinates activities and mentors Bay Area students               |
| <input type="checkbox"/> Archives                 | maintains chapter documents of historical importance               |
| <input type="checkbox"/> Networking               | acts as information clearinghouse & liaison to other organizations |
| <input type="checkbox"/> Mailing                  | coordinates mailing of newsletter and meeting notices              |
| <input type="checkbox"/> Finance                  | prepares annual budget and provides mid-year reports               |

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

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E-mail: \_\_\_\_\_





## Calendar

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### January 2004

January 15th

The Art of Communication & Negotiation

Location: San Francisco

January 29th

Speaker on Search Engines

Joint Meeting with BayNet

Location: To be determined

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### February 2004

February 5th

Janet LaChance

SLA Executive Director

Joint Meeting with the San Andreas Chapter

Location: South Bay

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### April 2004

Neighborhood Dinner Meetings

Location: Bay Area

---

### May 2004

We're working on some good suggestions.

#### Events

To list an event contact:

Lauri Flynn

E-mail: [LFlynn@littler.com](mailto:LFlynn@littler.com)

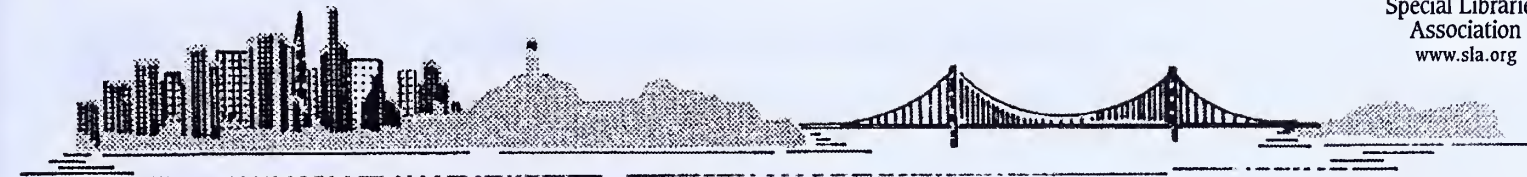
Telephone: 415-433-1940

Calendar events are updated bi-weekly at:

<http://www.sims.berkeley.edu/sfsla/>







## President's Message From Beth Graham



One of my favorite bumper stickers is "Think Globally, Act Locally." I've always been proud that here in the Bay Area so many people have taken that concept to heart. With regard to SLA, however, I wonder how many of you are like I was a few years ago -- acting locally, but neglecting to think globally.

Truth be told, it was only after I started attending meetings of the inter/national membership that I began to appreciate how very important SLA "headquarters" is to each and every chapter. Not just for the services it provides, but for the direction given by its leadership. We are a diverse membership and that presents special challenges. We've had some troubled waters to navigate in the last several years. But, in the last half-year, I believe I've witnessed a sea change and I am very heartened.

There are some very interesting changes in the works back at SLA's global headquarters.

Chief among them is our new Executive Director, Janice LaChance. If you attended the joint San Andreas-San Francisco dinner on February 5, I think you'll agree that she is impressive! \*

For the last nine months she's been hard at work getting to know the organization and implementing the plan devised upon her hire to provide strong and thoughtful leadership. And, she's moving forward: at the mid-winter meeting in Albuquerque, Janice and President-Elect Ethel Salonen brokered a consensus building move on the subject of what to call our association; you can -- and should -- read more about it here\*\* under A Message from the Executive Director.

While we're talking about changes -- please take a look at the newly re-designed, re-organized website at [www.sla.org](http://www.sla.org).

Take a good look at the SLA Community page, especially the new Communities of Practice feature, a wonderful use of new technologies to facilitate instant communication between like-minded practitioners. It is nothing less than a forum where local and global meet. I encourage you to join in, take advantage, voice your concerns, and support your colleagues in the Heartland Chapter, or Upper New York State, just as you would those in the Bay Area.

As ever, please feel free to contact me if you have any comments, concerns or questions at [beth.graham@doj.ca.gov](mailto:beth.graham@doj.ca.gov) or (510) 622-2229.

\* See, for instance, this press release from SLA: <http://www.sla.org/content/SLA/pressroom/pressrelease/2003pressrelease/2318.cfm>

\*\* Albuquerque <http://www.sla.org/content/resources/leadcenter/leadresour/update/04janleaderscom.cfm>

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Position Open

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Mimi.Calter@gs.com

Sandra Lormand — East Bay

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sklorma@sandia.gov

#### International Relations

Position Open

#### Jobline

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(2002-2004)

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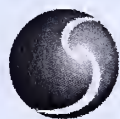
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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

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## Copy Deadlines for 2004

Please contact the editor before submitting articles:

E-mail: [bayline\\_editor@yahoo.com](mailto:bayline_editor@yahoo.com)

Telephone: (415) 281.5427

Unless the author expressly denies permission, articles will be published online at the San Francisco Bay Region Chapter web site: <http://www.sims.berkeley.edu/sfsla/>

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## Jobline Information

The SLA Jobline is on the Web at:

<http://www.san-andreas-sla.org/sa/jobline/jobline.htm>

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[www.sims.berkeley.edu/sfsla/](http://www.sims.berkeley.edu/sfsla/)

infoline: 650.528.7766



## SLA Executive Director Janice Lachance Interview by Cindy Hill, SLA President

by Barbara Janis

The joint chapter dinner-meeting of the San Andreas and San Francisco chapters was held at the awesome Rotunda of the San Mateo County Historical Museum and featured a James Lipton-style Q&A session ala Inside the Actors Studio.

First, Cindy Hill set the scene by posing and then answering her own question. Why was Janice Lachance picked for the job? Janice had no library experience or association experience. Yet just as a sci fi writer might find imaginative solutions to the world's problems so Janice as an outsider brings her unique view to the SLA world.

Then the interview began...

*After working in the heady atmosphere of the Clinton White House for 8 years and then as a consultant, why did you choose SLA?*

My consulting business was thriving but due to the nature of the work, I focused on only one aspect of an organization. The desire to manage an entire professional association led me to periodically check the Internet for possible positions. After I learned what a special librarian did, I realized that I have worked with information professionals my whole career. The position of SLA executive director has great potential to elevate the profession.

*What do the revised mission and statement mean to you?*

The vision statement gets down to brass tacks and is achievable. It includes the key elements of emphasizing the global nature of SLA, the stressing the importance of networking, encouraging advocacy and professional development. SLA does two things really well: professional development and networking. We have a great annual conference, the envy of many. And our discussion lists demonstrate a real commitment to each other.

*What do our partners bring to information providers?*

Diversity. Our success depends upon our developing good relationships. We need to address how can we integrate partners and information professionals and let

everyone profit.

*According to a press release, you were involved with restructuring OPM. Any hints for us?*

When the Office of Personnel Management altered their funding model, change was needed. Here at SLA there is an opportunity to put meat behind the rhetoric, which requires that we communicate, communicate, communicate. Get members to look at their jobs differently. Give them tools to be successful. Make sure they have the resources to make things happen and be effective. All ideas are welcome

*New hires had been put on hold at the headquarters' office. Now that you are hiring again, what positions are you looking to add?*

We've had good luck hiring people with great experience. In the past SLA provided departmental staff with a training ground to gain experience. Not any more. Now, we are attracting the experienced and seasoned people with proven skills. We recently hired people in the roles of Professional Development, Marketing Strategy, Publications, and Public Policy.

*What do you expect of Chapter and Division leadership?*

This question is critical because the profession is changing continually. Leaders need to take their responsibilities seriously, to act as mentors, and to understand and communicate the value of the profession.

Just like her model, the television program Inside the Actor's Studio, which allows the student audience to quiz the interviewee, Cindy Hill closed the meeting with a stimulating Q&A session which covered topics such as renaming SLA, whether SLA should distinguish itself from or follow in the footsteps of ALA positions, rejuvenating the association, and public policy. Bravo, Janice and Cindy, on a compelling performance!





## Call for Nominations for the SF Bay Region Chapter Award for Professional Achievement

Deadline: April 15, 2004

The success of any volunteer organization depends on the contributions of its members and our chapter is no exception. It is the talent, time and energy of our volunteer members that ensure that, year after year, we have quality programs and professional development workshops, timely communications and opportunities to network and have fun.

The San Francisco Bay Region Chapter Award for Professional Achievement is our annual opportunity to recognize and acknowledge one of our members who has made notable and enduring contributions to the chapter and the profession.

Award criteria specify that attention should be given to local involvement and chapter contributions, including leadership in the chapter and committee work; participation in seminars, teaching courses and public speaking; publications and editorial contributions; innovations at

the worksite; mentoring activities, or extracurricular activities, which provide the profession and/or the chapter with commendable publicity and acclaim.

Our 2003 award winner was Marlene Vogelsang. Other recent recipients include: Debbie Hunt, Linda Vida, Cris Campbell, Debbie Jan and Tim DeWolf.

You may nominate a fellow member by sending in the nominee's name, your name, signature and date. Please attach pertinent biographical data about the nominee, and state why the nominee should be honored. Nominations are completely confidential and self-nominations are accepted. A nominee must be a current chapter member, active or retired, in good standing. Members of the current Executive Board and the awards committee are ineligible for nomination. Forward your nomination in confidence to:

Tamara Horacek  
Dolby Laboratories  
100 Potrero Ave  
San Francisco, CA 94103  
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## Some Suggestions for Nashville

by Cynthia Bennington

As the spouse of a native Nashvillian, I thought I would contribute my two cents on places I've been to during many visits to this beautiful city for those who will be attending this year's annual conference. I first need to say that if you're looking for information on the country music industry, stop reading now. My husband is not a big fan of country music, so none of our activities while visiting his home town have focused on it. I've driven by Hank Williams's former house, the Judd family complex, and sat next to Reba McIntyre's travel agent at dinner once. But I know nothing about bars where new talent is discovered.

So on to what I do know. Most of this has to do with food. Since SLA has seen fit to ensconce us in the enclosed bubble of Opryland, you will need a car to get to these places. First, we always manage to get a visit in to Franklin, a small town on the outskirts of Nashville. It has the classic small town layout with a square, statue in the middle surrounded by shops and businesses. The main street has several nice shops. We always hit Dotson's for breakfast (99 East Main St., Franklin). It's not on the central square and from the outside doesn't look like much. But if you want a Southern fried chicken and eggs breakfast, this is the place. The walls are covered with photos of celebrities (musical and otherwise) who have stopped in. The owner may stop by your table with a sample of the latest preserves he gets from the nearby Mennonite community. Franklin also has antique shops scattered about. For some Civil War atmosphere, go to the Carter House, site of a fierce battle where one of the Carter sons died just before making it home. The house has numerous bullet holes from the battle. Outlying buildings include the separate kitchen and some slave quarters.

There may be fusion restaurants or Gourmet-reviewed places around town but we generally go for the traditional stuff. Two places you find throughout the south and Midwest are Cracker Barrel and Waffle House. These are definitely casual. Cracker Barrel has the best breakfast sausage which in the south is in patties, not links. Cracker Barrel slices it thick. Waffle House is known for its pecan waffles and waiters who shout orders to the cook standing two feet away.

For dinner, Jimmy Kelly's has been around for ages (217 Louise Ave., Nashville 615-329-4349). It's located in a former home so there are many cozy rooms but the décor is simple – wooden floors and red-checked table cloths. Instead of bread with dinner (a basic steakhouse type menu) they serve baskets of silver-dollar sized corn-cakes. With a dollop of butter, these are heavenly.

One place we did have a mini-celebrity-sitting was Loveless Café (8400 Hwy. 100, Nashville 615-646-9700). This is another spot that doesn't look like much from the outside-like a semi-rundown roadside motel. But the music stars like it and we saw some Doobie Brothers band members having breakfast. Breakfast here has to be accompanied by a plate of biscuits and their home-made preserves. Get a couple jars to take home as well. Call first; I just heard they have new owners and will be closed for 3 to 4 months for renovations.

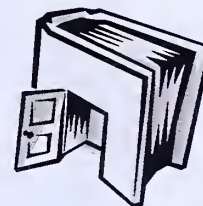
Barbeque Nashville-style is "pulled pork." It has been cooked slowly for hours until the meat falls off the bone (pulled, we might call it shredded here). We usually go to the Sportsman's Grill for the barbequed pork on cornmeal pancakes (5405 Harding Pike, Nashville 615-356-6206). Some places serve it on a hamburger bun,



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often with coleslaw as a topping. Side dishes with 'que are beans, fries, or coleslaw.

Two long-time favorites near the Vanderbilt campus are Rotier's (2413 Elliston Place) for great hamburgers on French rolls and Elliston Place Pharmacy (2111 Elliston Place), a classic soda fountain. Go for a malt at the counter or for the meat 'n three lunch. Meat 'n three menus offer a choice of three 'sides' (various vegetables, beans, macaroni and cheese, Jello) with whatever meat entrée you select. Cracker Barrel offers this type of menu at lunch and dinner.

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## Califa: Library Services for the 21st Century

*By Maggie O'Brien*

If you haven't purchased your library action figure yet, check out the Califa Group website ([http://www.califa.org/marketplace/librarian\\_action\\_figure.htm](http://www.califa.org/marketplace/librarian_action_figure.htm)) where it can be yours for \$7.58 and that's just the beginning of the deals Califa is offering its members.

Califa (<http://www.califa.org>) is a membership-based service organization that brokers and facilitates the delivery of products and services to libraries. Membership is growing quickly, with over 200 members.

Califa officially launched in July 2003, with funding via a Library Services and Technology Act grant from the State Library and other support from its charter members. Califa plans to be self-sustaining by the end of year three, June, 2006.

Roberto Esteves, Califa Service Coordinator, says that the organization is using the "Costco" model, where modest membership fees cover administrative costs, so that discounts and savings are passed onto members.

According to the website, "Califa is built upon more than thirty years of successful statewide cooperative system experience. With recent state cuts to the Library of California, a new model of service delivery was suggested by a group of California librarians."

Currently Califa has agreements with a number of major vendors including Brodart, Gale, OCLC, Proquest and NetLibrary. Of particular interest to special librarians are:

- A computer e-book collection with Proquest.
- A legal collection featuring the complete Nolo book collection and other on-line resources for law students, lawyers, and the general public.
- E-Books that can be downloaded onto PDAs and laptops through a Califa contract with Baker & Taylor.
- Discounts on databases from Gale, EBSCO, and Rand.
- Special pricing through the OCLC- Western master contract with Califa.

Other member benefits include the Charleston Advisor, an information clearinghouse, a separate members site and assurance that all vendors agree to strict standards





of service. Califa is also a sponsor of the Librarians' Index to the Internet and the California Presentation Network.

At present there are three Directors are on the Califa's board including our own Cindy Hill. Joining Cindy on the Board are Anne Marie Gold, Head of Sacramento Public Library, and Evan Reader, Director, Software & Electronic Information Resources for the California State University Office of the Chancellor. Six additional board members will be voted in later this spring by Califa members.

Califa is committed to involving members in the development of all of its services. The group is also "developing strategic partnerships with other California consortia and professional organizations to avoid duplication of effort and increase efficiencies."

Roberto will be joining us at our March 3rd meeting to discuss more about Califa and what it can do for us. As Roberto says, "there are lots of other ideas on the horizon."

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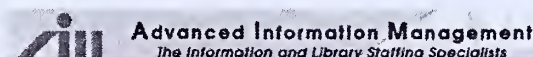
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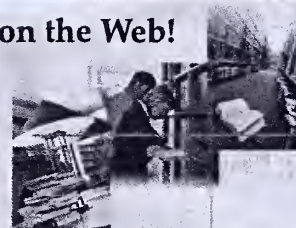
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## WITHIN MY EARRING

*By Dunn Miller*

February is almost over and March is on the way as I write this column. It is Valentine's Day and a beautiful blue sky awaits me outside. I am so grateful to be in the Bay Area enjoying our mild weather as my friends on the East Coast have been reporting regularly on their, oh how to say it, challenging winter this year.

As usual, I send my thanks to those who responded to my request for items. I continue to greatly enjoy the privilege of passing on your news. Be sure to read Chris Orr's wonderful account of how we librarians can and do aid our fellows every day in their search for reliable information. I am again proud to be a part of this endeavor in which we all participate. While there are just a few items to report this issue, the news is always interesting.

Bonnie Willdorf is delighted to report some very good news. She was hired as the librarian for Simpson Gumpertz & Heger in San Francisco and is very pleased about her new position. She can be reached at [bawilldorf@sgh.com](mailto:bawilldorf@sgh.com).

Rita Evans, Reference Librarian at the Institute of Transportation Studies Library, UC Berkeley, gave a presentation entitled, "Resources for Helping Us Meet Our Environmental Goals" at the 2003 annual meeting of the Transportation Research Board.

The presentation was part of a panel discussion on "Critical Issues in Transportation: Information Resources for Decision-Makers." TRB, part of the National Academy of Sciences, met in Washington, D.C., January 11-15, 2003. Washington was in the grip of one of the recent East Coast cold waves (as noted above) and it was well below freezing during most of Rita's visit.

However, she also wrote that the upside to the frigid weather was the uncrowded monuments and museums. She also suggested that if you have the chance, you should check out the new "America on the Move" transportation exhibit at the Smithsonian National Museum of American History. Finally, just to make those of us who love them a little green with envy, Rita reported

that she saw Mei Xiang and Tian Tian, the giant pandas on loan from China at the National Zoo. Sigh.

Chiron Corporation saw George McGregor, Director, Library and Information Center of Chiron, retire. Jennifer Eng wrote that George was with Chiron for 24 years. I think the proper response is "Congratulations, George," but somehow I imagine that Chiron has lost an excellent, knowledgeable, and highly valued librarian. WME hopes that you enjoy your retirement as much or more than you enjoyed your many years of service.

The unstoppable Eris Weaver, who works at the Redwood Health Library, a project of the Petaluma Health Care District, writes that she now has a weekly health column in the Petaluma Argus-Courier. Apparently the column garners email from local readers and from people around the country who stumble on it while researching topics about which she has written. Her column has also spawned new contacts with other publications. For example, the editor of Experience Life, a health and fitness magazine contacted Eris and her first column for them appeared on their website at: [http://www.lifetimefitness.com/magazine/index.cfm?strWebAction=article\\_d](http://www.lifetimefitness.com/magazine/index.cfm?strWebAction=article_d). (I was unable to access this article, but I give you the link in the hope that your computer likes it better than mine did.)

Finally, it is not enough that former member Lincoln Cushing (come back, Lincoln) published a stunning book, *Revolucion!: Cuban Poster Art* (Chronicle Books, June 2003) which captured my attention at Cody's for at least an hour, but he wrote to tell you that he and his library are featured in the January 24, 2004, issue of California Libraries. The link to an interview on his project to create a digital collection of labor contracts is available at [http://www.lib.berkeley.edu/~lcushing/Library/CL\\_Cushing.html](http://www.lib.berkeley.edu/~lcushing/Library/CL_Cushing.html). You certainly have my congratulations, Lincoln. Yours is yet another example of why I continue to draw inspiration from the variety of purpose that makes us Special Librarians.

The image is available at the website for the exhibit at the University of Missouri-Kansas City, The Nelson Atkins Museum of Art exhibit, "Echoes of Eternity." <http://www.echoesofeternity.umkc.edu/>.

Please feel free to forward any news at any time. My email is [word-art@myway.com](mailto:word-art@myway.com). Thank you all!





## One For the Books

*Here's a great story, relayed to The Editor via Dunn Miller, about Chris Orr and the OED...*

Last week I got a call from a researcher in Scotland who needed a page facsimile of an article about the company I work for, Landor Associates, that appeared in *Adweek* in 1986. He was working on the Oxford English Dictionary's 3d edition and needed to confirm a reference to the phrase "image consultancy" that, as far as he had been able to determine, first appeared in this article about our brand work for Coca Cola. As soon as he mentioned "OED" I gave a little "oooh" and he told me he rarely gets that reaction. Instant rapport.

Although he had a full citation from Nexis, this is not considered primary source material to his bosses, the OED editors (nor, for that matter, to most news librarians). The researcher had already tried *Adweek* directly, but had been unable to find anyone to assist. (Not surprising to me. As publishers, they're in the business of making a profit and not in providing public service). He'd also tried the Yale library, only to discover that their biz school holds only the East Coast version of *Adweek* which lacked the story.

Naturally, I wanted to get Landor into the OED, but I couldn't find this article in our files. Who else might have hard copy or microfilm? I called Terry Dean (active SLA compadre, member of the News Division) at the UC Berkeley library. Bless her heart, she promptly looked it up in Melvyl and told me the bound volumes were over at Haas Business School. I was all set to make the long round trip from San Francisco when Terry also offered to ask another librarian to include my quest in his regular Haas visit the next day. Way to go! The next afternoon, I received a fax from her associate with the needed page, a simple but almost miraculous delivery to my way of thinking. I converted that to PDF and emailed it off to Glasgow late Friday afternoon.

On Monday morning I opened my email to read a "Dear Wonderful Chris" letter with a big thank you for helping him prove the citation and make his deadline. This just made my day. He credited UCB's librarians as well in his note to his OED editors. And here I am with a big smile saying thanks to Terry and our great network of kind librarians.

## Vormelker-Thomas Student Award

The News Division of the Special Libraries Association invites graduate students and December 2003 graduates interested in a career in news librarianship to apply for the Vormelker-Thomas Student Award. The award, co-sponsored by the News Division and Proquest, is a \$1500 stipend to assist students attending their first Special Libraries Association Annual Conference. The 2004 Annual Conference will be June 5-10 in Nashville, Tennessee.

### Selection Criteria:

1. Applicants must be members of the Special Libraries Association when they apply for the stipend.
2. Applicants must be attending their first SLA conference.
3. Applicants must be graduate students or December 2003 graduates interested in a career in news librarianship.
4. Applications must include:
  - A word-processed essay (500-1,000 words) addressing an issue in news librarianship
  - A letter of reference from a news librarian, a news editor, or a faculty member
  - A resume
  - A list of course work undertaken
  - A statement of professional goals
  - A statement of what the applicant expects to gain from attending the conference
5. Applications must be e-mailed no later than Monday, February 23, 2004.

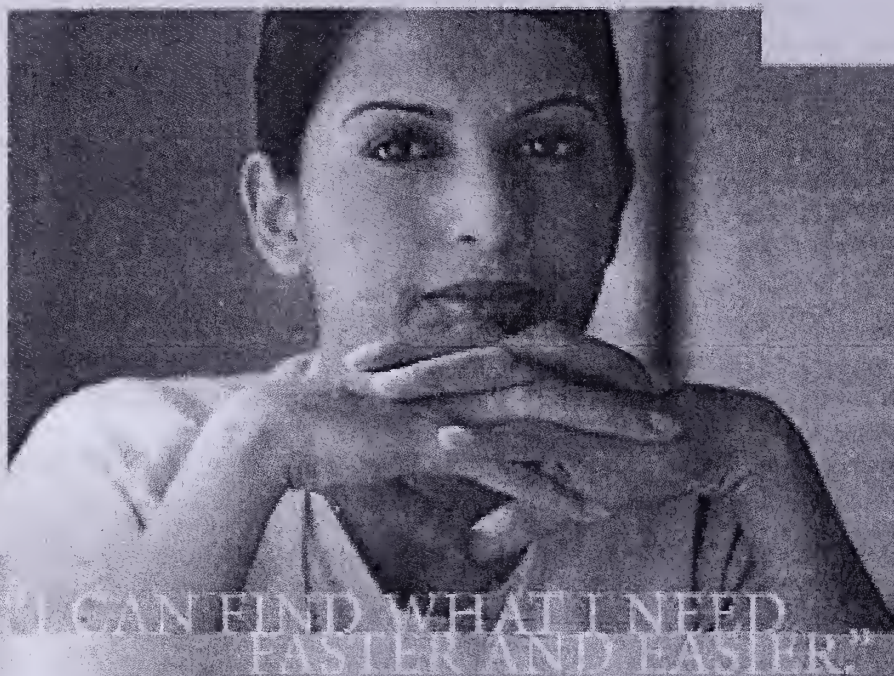
### E-mail applications to:

Dru Frykberg  
Greenlee School of Journalism and Communication  
Iowa State University  
Phone: 515-294-4353  
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## PLAYING IT BY EAR: A TOUR OF THE CALIFORNIA LIBRARY OF NATURAL SOUNDS

Please join us on Thursday, March 18, for a unique opportunity as Paul Matzner, the curator of the California Library of Natural Sounds and founder of the Nature Sounds Society, presents an after-hours demonstration and tour highlighting the largest publicly accessible nature sounds library west of the Mississippi.

The California Library of Natural Sounds (CLNS) is a comprehensive regional collection of nature sounds. Not only does the library provide information to the public, but its collection of sounds from all over the state, including more than 260 species of California fauna, has commercial applications as well. Current users include educators, museum curators, researchers, and artists in the fields of film, multimedia, music, dance and theater. The CLNS is also home of the Nature Sounds Society, a worldwide nonprofit organization dedicated to the recording, documentation, preservation and use of nature sounds.

### Event Details:

DATE: THURSDAY, MARCH 18, 2004

TIME: 5:15--REFRESHMENTS

6:00--SOUND DATABASE DEMONSTRATION

6:45--TOUR OF THE GALLERY

Directions at: <http://www.museumca.org/visit/map.html>

Deadline for reservation:

March 11th, 2004

Cost:

SLA Members and Guests \$10

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In addition to the satisfaction of helping ensure that important chapter functions and activities are carried out, you'll have opportunities to interact with colleagues and develop professional skills. As so many volunteers have discovered, you'll get more out than you put in!

Use this form to check off the activities that interest you, and e-mail, mail, or fax your choices to Deb Hunt. If you aren't sure what's right for you, or need more information, contact either Deb or the current committee chairs (see page 2). Send your information to Deb Hunt, Exploratorium, 3601 Lyon St., San Francisco, CA 94123. Phone: 415-353-0485 Fax: 415-561-0370 e-mail: [dhunt@exploratorium.edu](mailto:dhunt@exploratorium.edu)

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|---|--|
| <input type="checkbox"/> Hospitality              | selects locations and makes arrangements for dinner meetings       |
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| <input type="checkbox"/> Tours                    | organizes visits to member libraries & other related organizations |
| <input type="checkbox"/> Professional Development | helps organize continuing education programs                       |
| <input type="checkbox"/> Bayline                  | writes or edits articles for the chapter newsletter                |
| <input type="checkbox"/> Directory                | helps publish the Directory  |
| <input type="checkbox"/> Government Relations     | monitors and reports on relevant legislation                       |
| <input type="checkbox"/> Strategic Planning       | directs long-range chapter planning                                |
| <input type="checkbox"/> Fundraising              | contacts vendors for support of chapter activities                 |
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| <input type="checkbox"/> Advertising              | solicits ads for the chapter newsletter and membership directory   |
| <input type="checkbox"/> Academic Relations       | coordinates activities and mentors Bay Area students               |
| <input type="checkbox"/> Archives                 | maintains chapter documents of historical importance               |
| <input type="checkbox"/> Networking               | acts as information clearinghouse & liaison to other organizations |
| <input type="checkbox"/> Mailing                  | coordinates mailing of newsletter and meeting notices              |
| <input type="checkbox"/> Finance                  | prepares annual budget and provides mid-year reports               |

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## DISASTER MITIGATION FOR COLLECTIONS

San Francisco Museum of Modern Art

April 19-21, 2004

Sponsored by the Conservation Center for Art and Historic Artifacts (CCAHA) and the California Preservation Program (CPP)

Disaster planning prepares institutions to respond quickly to emergencies. Disaster mitigation, or the ability to identify risks and halt some emergencies from happening, should always play a key role in an institution's emergency preparedness and planning effort. In addition to large scale emergencies, institutions should also be aware of the danger to their collections from roof leaks, pest infestation, mold blooms, theft, and fire.

The workshops are intended for staff who are involved in collections care activities or have responsibility for the safety of collections. They are appropriate for librarians, archivists, curators, collections managers, stewards of historic house museums, site and facilities managers, and security and safety staff.

For complete workshop descriptions and registration visit the CCAHA Website at <http://www.ccaha.org> or contact CCAHA's Preservation Services Office at 215.545.0613 or [ccaaha@ccaaha.org](mailto:ccaaha@ccaaha.org)

### *Assessing Vulnerability and Identifying Risks*

April 19, 2004

Speakers: Julie Page, Preservation Librarian, University of California, San Diego AIC/FAIC Emergency Response for Cultural Institutions Trainer; Dr. Michael Smith, Assistant Professor, Department of Communication, LaSalle University

### *Fire Safety, Detection, and Suppression*

April 20, 2004

Speakers: Dr. Jack Watts, Director, Fire Safety Institute; Nicholas Artim, Director, Fire Safety Network

### *Understanding Health, Safety and Security Risks*

April 21, 2004

Speakers: Monona Rossol, President, Arts, Crafts, and Theater Safety, Inc.(ACTS); Wilbur C. Faulk, Executive Vice President, Cultural Property Protection Division, Contemporary Services Corporation

## April Neighborhood Dinner Date Set

The easy date to remember is Thursday, April 1s – No Foolin!

•Alameda - Linguini's, 1506 Park Street, Alameda, CA.  
Contact: Molly Skeen - [mmskeen@earthlink.net](mailto:mmskeen@earthlink.net) 510-865-7439

•Marin/Sonoma – In-home dining in San Rafael catered by The Pleasure Is Mine Café.

Contact: Diane Rosenberger –  
[dianerosenberger@yahoo.com](mailto:dianerosenberger@yahoo.com) 415-974-3219

•Berkeley—Giovanni's Bar and Grill, 2420 Shattuck  
Contact: Terry Richards Ph/Fax: 925/ 943-7889  
[terryR@well.com](mailto:terryR@well.com)

•SF – Fillmore/Japantown/Western Addition –  
Pizza Inferno, 1800 Fillmore (at Sutter) - 415-775-1800

Contact: Linda Suzuki [lsuzuki@sfpl.org](mailto:lsuzuki@sfpl.org)

•SF – Potrero/Bernal Heights/Castro  
Little Nepal, 925 Cortland St. (near Folsom), new and -very- good -- and quiet enough, even if we don't get a room of our own. Plenty of vegetarian options and wonderfully tender, long-marinated meats.

Contact: Jo Falcon - [jofalcon@exploratorium.edu](mailto:jofalcon@exploratorium.edu) ,  
415 561-0343

•SF – Richmond District  
Clement Street Bar and Grill. 708 Clement Street  
Contact: Maggie O'Brien – [maggieob@hotmail.com](mailto:maggieob@hotmail.com)  
415-751-1979

•San Leandro/Hayward  
Vo's Restaurant, 277 Parrott St., San Leandro, 510-357-6600

Contact: Marlene Vogelsang Vogelsang, [MxV6@pge.com](mailto:MxV6@pge.com)

•Walnut Creek  
Ephesus Kabob Lounge, 1321 Locust St, (at Mt. Diablo), phone 925-945-8082. We can only take 20 people so reserve early.  
Contact Karen Zilla [karinz@certifiedemployment.com](mailto:karinz@certifiedemployment.com)  
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# Calendar

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## April 2004

April 1st  
Neighborhood Dinners

## May 2004

To Be Determined

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Contact Christine Nay at 650.254.8835 or  
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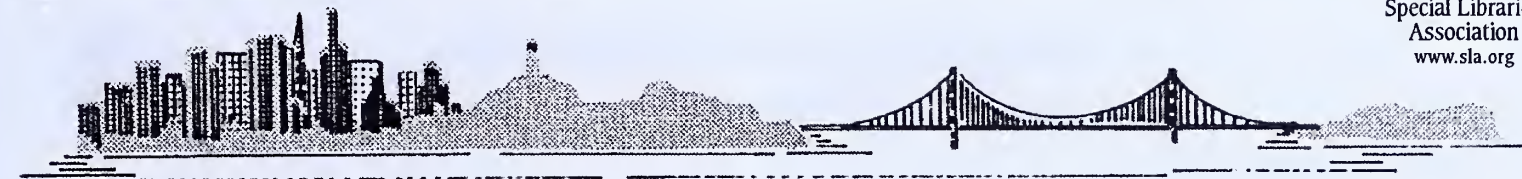
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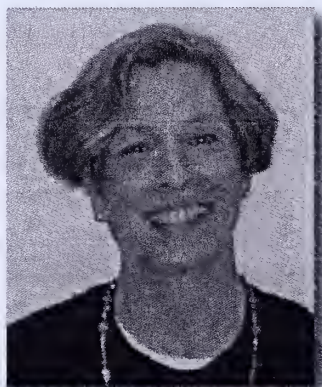
To list an event contact:  
Lauri Flynn  
E-mail: LFlynn@littler.com  
Telephone: 415-433-1940

Calendar events are updated bi-weekly at:  
<http://www.sims.berkeley.edu/sfsla/>





## President's Message From Beth Graham



Hard to believe, but we're wrapping this year up. Already. I've been reviewing the Annual Reports submitted by the 2003-04 Committee Chairs (full-text at the website) and I'm very pleased by developments reported therein. Here are a few highlights:

Perhaps most important, we are back in the black, financially speaking.

The Finance Chair, reports "...the budget is in good shape at this time ... due to cutting some costs and improved fundraising efforts." Kudos to everyone for successfully husbanding resources in large and small ways: The electronic-only Bayline netted thousands in dollars saved; the Web Renewal Project's consultant waived his fee, thereby saving perhaps another thousand or more; Tours, Programs, Hospitality and Professional Development all watched – and pinched – pennies. The Herculean fundraising efforts of both Advertising and Fundraising brought in another four thousand and,

along with the support of our constant and esteemed colleagues and partners at AIM, Certified, and Taylor, pulled us back into solvency.

Several long-term projects have reached fruition this year. The Bayline Index has finally been converted from its old incarnation and is now up on the website. The Index is accessible by date, author, keyword, or title and it is cool! Go see. Long about the time you read this, the Web Renewal Project will have revitalized our website, incorporated the new SLA logo guidelines, and migrated to the headquarters server where we'll have a more intuitive URL and enhanced functionality.

It takes a community ... One more accomplishment in this all-too-abbreviated list deserves your notice. Academic Relations reports "an increase in student attendance at regular SLA-SF programs..." To all students (members or not) reading this we say: Welcome aboard. What can we do to help? Come to our events. It's the best way to meet people and learn about your profession. We will all profit from your freshness and energy.

By way of "good bye." The unique perspective afforded me this year has served to increase my respect for the hard working and dedicated Advisory Council, Executive Board and many Committee members. It's been gratifying to work with each and every one of them. They were handed some hard tasks, but they persevered and succeeded. Join me in congratulating and thanking them (see inside cover). I used titles in lieu of names above to make a point. Many of these good people will rotate out of their current positions in June, but rest assured that the next team will be every bit as committed and resourceful as this year's steam was. You are in the best of hands.

Over to you, Deb Hunt!

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## Special Libraries Association San Francisco Bay Region Chapter

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Position Open

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sokeefe@rreef.com

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Robert Burke  
510-594-6911  
robertb@xnewmedia.com

#### **Government Relations**

Position Open

#### **Hospitality (Co-Chairs)**

Mimi Calter — CitySide  
415-249-7347  
Mimi.Calter@gs.com

#### **Saundra Lormand — East Bay**

925-294-2525  
sklorma@sandia.gov

#### **International Relations**

Position Open

#### **Jobline**

San Andreas Chapter  
(2002-2004)

#### **Mailing**

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sklorma@sandia.gov

#### **Networking**

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erisw@phcd.org

#### **Tours**

Terry Richards  
925-283-5620  
richards@silklaw.com  
terryr@well.com

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hollyriccio@dwt.com

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650-723-0864  
linday@stanford.edu





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Joshua Richardson, Editor  
Christine Nay, Advertising  
Saundra Lormand, Mailing

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The San Francisco Bay Region Chapter bulletin is published five times a year September through June. The Special Libraries Association assumes no responsibility for the statements and opinions advanced by the contributors to the Association's publications. Editorial views do not necessarily represent the official position of the Special Libraries Association. Acceptance of an advertisement does not imply endorsement by the Special Libraries Association.

## Copy Deadlines for 2004

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## From the Editor...

This is to be the last edition for the 2003-2004 year and will also be the last newsletter that I'll be editing. I'd like to thank all those that contributed their time, effort, and creative energies to make The Bayline such a wonderful newsletter. I'd also like to thank everyone that provided their input, suggestions and support as we migrated to an all-electronic resource.

In 2004 and 2005, The Bayline will be under the capable management of Dunn Miller. I wish her all the best and hope she has just as much fun putting together each of these newsletters as I have.

I wish you all continued success!

-Joshua Richardson

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## March 3 Dinner Meeting

by Mark Mackler

The Joint Meeting of the SF Bay Region Chapter and Baynet took place at the Faculty Club at UC Berkeley on March 3. Most of the tables were filled, but what made me feel really good was the presence of more than half a dozen students from San Jose State's School of Library and Information Science. SLA and librarianship have serious concerns about their demographics; it's important that we make inroads at library schools.

The first speaker was Roberto Esteves, representing Califa. As Maggie O'Brien wrote in the March-April Bayline, Califa is a membership-based service organization that brokers and facilitates the delivery of products and services to libraries. Califa sees itself as a marketplace for one-stop shopping. And, Califa can obtain substantial discounts for its members through cooperative purchasing. For more information, see [www.califa.org](http://www.califa.org).

The second speaker was RJ Pittman, co-founder and CEO of Groxis. Mr. Pittman began by tracing the development of "visual support" for modern-computer systems. "In the beginning" was the Mac. Then came the web browser. The web browser was fine for a while, but the problem is that 10-15 million web pages have grown to an estimated 550 billion web pages. And we're still using web browsers to find information.

So, how do we get the "whole picture" in a logical, comprehensive way? And how do we avoid looking at a single webpage at a time? Five years ago, Groxis began to study the problem. Three years ago, Grokker software was developed. Grokker 2 was released at the beginning of this year. Essentially, it uses several search engines and then breaks up the results into visual planes. It "maps" the results for you. Unlike Google, which is based on lists,

Grokker is based on visual representations. Fortune Magazine said, "This really could be the future for finding information."

Confused? This graphical interface plugin software is easier to see than it is to describe, so have a look at [www.groxis.com](http://www.groxis.com). Bonus question: What are the origins of the terms "Groxis" and "Grokker"?

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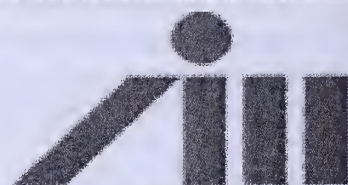
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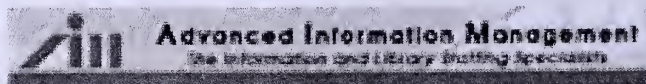
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## 75th Anniversary Celebration

by Chris Orr

My, how time flies. Many of you probably remember the gala 75<sup>th</sup> anniversary celebration for our chapter, held at the California Historical Society. Well, it's been five years and it's time to party again!

We'll hold our 80<sup>th</sup> anniversary celebration this September to kick off the new season of chapter programs and activities. There will food and drink, and tributes to the leadership that has been so important to our success. We're still in the planning stages as you read this, with an exact date and venue to come. But, as they say, watch this space. Over the summer we'll have more announcements about the party and ways to contribute your stories to the memorabilia

pool.

If you are a chapter past-president, or if you want to help with the party generally, contact incoming Program Director Barbara Janis at 415-561-5343 or write to her at [BJanis@presidiotrust.gov](mailto:BJanis@presidiotrust.gov)

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## San Francisco to Nashville...on the Cheap

by David Grossman

Have you already made your reservations for Nashville? If not, read on. This article might save you a bundle. This is a very good time to travel for business or leisure. Airlines and hotels, still reeling from the depressed economy, the threat of terrorism, and other recent travel scares, continue to offer numerous bargains to lure travelers back on the road.

### Air – San Francisco to Nashville for \$257

In the Bay area, SLA members are blessed with three airports to choose from and lots of competition to keep prices low. Although prices are always subject to change as flights sell out, a recent survey of airfares from the Bay area to Nashville indicated that SLA members could still find a round trip fare for around \$300 without a Saturday night stopover or as low as \$257 with the Saturday night stay. But make your reservations as quickly as possible because the fares increased about \$50 over the last few weeks and will most likely continue to rise as we get closer to June.

To get those low fares at this point, however, you will have to use a web site called Hotwire <http://www.hotwire.com/> or Priceline <http://travel.priceline.com/>, which offer special discount air fares as long as you don't care which airline you fly or exactly what time of day you travel. Hotwire will give you fixed prices from San Francisco International Airport to Nashville, while on Priceline, you may be able to negotiate a slightly better deal by "bidding" for your ticket, but be aware that Priceline will rarely undercut the lowest prices in the market by any significant sum.

If you would like a little more control over your choice of airline or time of travel, or if you would prefer to travel from Oakland or San

Jose, rather than San Francisco, then you are better off skipping Hotwire and Priceline at this point and dealing directly with the airlines.

By far, the quickest way to get to Nashville is via the one non-stop flight from the Bay Area, operated by Southwest Airlines out of Oakland each day. Whether you stay over the Saturday night or not, it will still cost you about \$337 to book this flight.

If you don't like Southwest Airlines and their no-advance seat assignment policy, you can pay around \$350 to fly on Continental, Delta, or United out of Oakland and you will connect in someplace like Atlanta, Chicago, Dallas, Denver, or Houston.

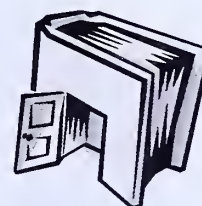
If San Jose is your most convenient departure point, it will also cost around \$340 to \$350 to fly to Nashville on American, Continental, Northwest, Southwest, or United through someplace like Burbank, Chicago, Dallas,



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But if you are planning to include a Saturday night stay then you can get a special fare of \$290 on United via Chicago. If you do decide to spend a weekend in Nashville, you can experience a historical Saturday night performance of the Grand Ole Opry, a must see, even for those who are not disposed towards country music.

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If San Francisco is the most convenient airport for you, and you want to select your own airline, then Continental is currently offering a \$370 fare through Houston. And if you are able to include the Saturday night stopover, you can get that same \$290 fare offered by United out of San Jose with a connection in Chicago.

American Airlines and Southwest Airlines are offering an additional 5% or 10% off most of their fares, if you make your reservations through those airlines as instructed on SLA's Web site. But, be careful. Some of the lowest fares available could have you flying out of one airport, e.g., Oakland, and returning to another, like San Jose, if you don't pay close attention, and the SLA airline discount may not be available on the lowest discounted fares.

If you do decide to buy your ticket through a travel agency, online or otherwise, not only will you forfeit the SLA discount, but there will usually be an additional service charge that could be anywhere from \$5 to \$25 per ticket. This includes online travel agency Web sites, such as Expedia, Orbitz, and Travelocity.

Hotels - \$39 to \$65/night off site vs. \$190 for the conference hotel

For those who have never been to Opryland, it is an enormous complex – a self contained city. If you choose to pay the \$190+/night conference rate at the Gaylord Opryland Resort, there is no need to rent a car and you will probably never have to leave the confines of Opryland during your visit to Nashville. Meetings, receptions and a plethora of good restaurants and nightspots will all be right on the premises.

But if you are on a stringent budget, you may want to consider staying at a nearby, much less expensive hotel, and renting a car. At last check, the nearby Radisson offered by SLA for \$119/night, was already sold out. But if you do





manage to get into this hotel somehow, I would still strongly recommend renting a car or you will be walking long distances in the hot June sun...or rain.

I say, skip that Radisson altogether if you want to save a buck and avoid the conference hotel rates. The Opryland complex is very close to the Nashville Airport and there are a large number of reasonably priced hotels and motels within a short drive of Opryland.

At last check, you could get a studio suite for as little as \$39/night at the three-star Homestead near the airport. In addition, the Amerisuites, La Quinta, and several nearby Holiday Inns were offering rooms for around \$65/night. And many more can be found through Sidestep.com, a downloadable travel search engine that will quickly show you the lowest rates available at dozens of nearby hotels.

Cars for \$30/day

Nashville is not a walking city. If you are going to leave the Opryland complex, rent a car. If you use the special SLA negotiated rate with Avis, you will find a compact car will cost approximately \$30/day, including all taxes and fees. Or better yet, get a full size car at Sidestep.com through Budget Rent a Car for only \$31/day and split the cost with several other librarians.

Five nights in a Holiday Inn with a compact car will cost you \$475 (plus hotel taxes), compared with at least \$950 to stay at the Opryland Hotel without renting a car.

Of course, all of this advice is time sensitive, so if you haven't already booked your reservations for Nashville, get out there and do so as soon as possible as prices are not likely to get any lower than they already are.

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## WITHIN MY EARRING

By Dunn Miller

Spring! Wahoo, it is Spring! Rip off those blankets, open those windows, and put on those tanks tops and shorts. The world has woken again. Irides (it's true), crocuses, roses, daffodils, and tulips are everywhere. Of course, the ubiquitous California poppy is as sassy as ever and the trees are coming back to life with new leaf, berries, and flowers. Ah, Spring... ah, yes; I must move my car from under the olive tree.

I have some SLA-SF news as always, but it is on the short side. I hope that people are coming out from hibernation. Please remember that you are welcome to send me news at [word-art@myway.com](mailto:word-art@myway.com) anytime! I have no problem groveling for items, but I am delighted when you voluntarily send in news. When I read that people are busy with professional and personal pursuits, it lifts my spirits and gives me new ideas for my own life. I get to applaud your success. This column is a treat to write because I have that

First in the mailbox was from Jaye Lapachet. In addition to her regular duties, Jaye reports she is the team leader for the Intranet project at Coblenz Patch Duffey & Bass (CPDB). She spearheaded the campaign to get an "out of the box" solution, which resulted in the hiring of consultants to help the firm do some customization. She reports that they have reached consensus on the look and feel of the project. The team is moving into the content phase now and is leading a campaign for CPDB content.

Jaye also wrote that even though the Intranet is an interesting project, it is a lot of work: unglamorous and difficult and that the two great consultants make her life bearable. Her project timeframe in CPDB lingo is 'TID' ('til I die)!

Reading Recommendation: "Wannabe librarian and SLA member" Mari Clark wrote in to recommend a book called *JSTOR: A History* by Roger C. Schonfeld. It has a 5 star rating from Amazon customers and Amazon quotes the book's back cover: "... Schonfeld considers implications of the economic and organizational aspects of archiving..." Mari says the author was given access

to their email archives and he interviewed many people involved with JSTOR over the years. She found it interesting to learn about the interaction between the Mellon Foundation and academia. Also, for the soon-to-be formed SLA-SF Trivia Caucus (totally necessary, don't you think?), Mari says that a book review of a Dr. Seuss biography in the April 12-18 *Economist*, stated that Dr. Seuss coined the word "nerd." Oh, information professionals/librarians... can anyone verify that for WME?

As noted, spring has sprung and that means baseball! Baseball Caucus members and true-green/gold A's fans Tony Landolt (Caucus Convener) Sandy Malloy, and Marlene Vogelsang were among the many local fans who traveled to the Phoenix area in March for spring training baseball games, local area activities, and fine dining. That's Tony and Marlene there -- in the picture.

What is better than warm (translate: hot) days at ballparks seeing the A's, Giants, and other teams, and catching some culture? In addition to the ballgames, Tony and his wife Pam visited the Scottsdale Museum of Contemporary Art, while Sandy and Marlene went to the Heard Museum's Native American Art festival. Marlene also visited Frank Lloyd Wright's famed compound, Taliesin West. Marlene says: "Plan to join us next year!"

Right after her birthday in February, Carrie Barclay started a new job as a Reference Librarian at Orrick, Herrington & Sutcliffe in San Francisco. Carrie was delighted to receive such a great birthday present. She works at a busy reference desk and is gaining valuable legal reference experience and knowledge. The work is interesting and she tells WME that she is enjoying her new co-workers. Congratulations, Carrie!

I would like to welcome a new librarian-in-the-making I met at the Annual Neighborhood dinners. Just wrapping up her first SJSU semester (and wise enough to join SLA at student rates) is Claudia Cohen. Claudia has not decided what kind of librarianship she will finally pursue but was pleased to meet us at our local dinner. Also, WME extends a big thank you to everyone who worked so hard to organize the neighborhood dinners.

Fianlly, Dunn Miller (that would be me) took a three-week vacation in Spain and was there during the train bombing at Atocha Station in Madrid through the





three-day national mourning and election that Sunday. I was in Andalusia when the bombing occurred and participated in the national peace vigil held that Friday night. It was a once-in-a-lifetime experience for this activist. I have been to scores of peace demonstrations, rallies, sit-ins, and marches in this country but I never experienced the solemnity, solidarity of purpose, and respectful composure in, essentially, the entire city of Cordova. (Almost) all businesses closed and people streamed out into the street when the city bells began to toll at 6:30.

I followed the river of people who took me to the nearest town square. It appeared to me that everyone from every walk of life was there in sadness, reverence, and firm resolve. The homemade signs read either "Basta" (enough), or "Paz." The four young men with whom I walked were happy to take the "Americana vieja para la paz en Iraq" under their wing. (They were gorgeous, BTW. I'm old but not dumb.) We walked together communicating without language and I learned that my companions were all Spaniards: two Muslims, one Roman Catholic, and one...? But we were united with everyone in wanting peace. I will never forget that night.

Oh, and if you go to Spain, remember this: Eat oranges and go to old Cuenca.

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## Tour California with your Ears!

*by Marlene Vogelsang*

The March 18 joint tour with SLA, took participants to a delightful introduction to the California Library of Natural Sounds (CLNS) and on a soundwalk through California.

Sandy Malloy, Tours Chair for SLA, and a birder at heart and in fact, arranged this visit with Paul Matzner, curator of the CLNS at the Oakland Museum.

A symphony of elephant seals greeted us as we gathered in the museum's Walk Across California Gallery. Paul quickly quieted down those raucous beasts and told us the history of this unique collection of California sounds.

The sounds library has existed since the museum's opening in 1968 and Paul has been the collector/cataloger/keeper/composer of the collection since its beginning. The library is a regional collection of natural sounds from California and the Pacific Northwest.

Collection development/acquisitions take place on the beach, in the wetlands, woods and forests of California.

Imagine going out into nature with a large parabolic collector and microphone rig in order to get that next resource for your collection! That is just what Paul and his interns must do. There are over 250 original tapes of sounds that have been collected and are being archived onto CD's – representing over 2500 separate recordings.

Paul records both individual species sounds as well as ambient sound to create the soundscapes for museum exhibits.

Sounds are transcribed with notes into a Filemaker location catalog. As resources allow, Paul hopes to use the web and developments in technology to make the sounds available to the public.

Currently, you can hear them at the museum as background to the exhibits, on the website at Soundwalk across California. <http://www.museumca.org/naturalsounds/index.html> Take the tour...you will find it fascinating!

CLNS also will provide sound clips to the public for a nominal fee. Those services are used by requesters from around the world.

Paul led us through the Walk Across California Gallery. We stopped and listened, really listened, to sounds at each exhibit, from the breaking waves and crying gulls of the coastline through hooting owls of redwood groves to the toads of the Sierras.

Paul, who is also the cofounder of the Nature Sounds Society was a delightful tourguide.

Stop by and say hello next time you visit the Oakland Museum.





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6:30 - 7:15 Dinner

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